

ARMSTRONG'S

**• LINOLEUM •
QUAKER RUGS
FLOOR COVERING**

1 • 9 • 3 • 6

Hayward Cirkor
Dover Publications, Inc.
180 Varick St., New York, N.Y.

Blundell Center
March 1979

Wain
Capt

150

[Faint, illegible handwritten text]



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A breakfast nook fit for a king—and smart enough for the most modern American couple. This colorful setting is achieved with an Armstrong's 02 Marbelle Linoleum Floor with cream insets and borders.

P A T T E R N B O O K

1 9 3 6

Armstrong's Linoleum

—○—
**ARMSTRONG'S
QUAKER ~ STANDARD
RUGS AND PIECE GOODS
ARMSTRONG'S LINOWALL**
—○—

B R A N C H O F F I C E S

ATLANTA, GA. 107 Cone Street
BOSTON, MASS. 286 Congress Street
BUFFALO, N. Y. 329-331 Ellicott Street
CHICAGO, ILL. 1003 Lytton Building, 14 E. Jackson Blvd.
CINCINNATI, OHIO. 232 W. Seventh Street
CLEVELAND, OHIO
710-15 Caxton Building, 812 Huron Road
DALLAS, TEXAS. 708 Santa Fe Building
DENVER, COLO. 500 Interstate Trust Building
DETROIT, MICH. 1627 West Fort Street
KANSAS CITY, MO. 1535 Walnut Street
LANCASTER, PA. At Main Office
LOS ANGELES, CAL. 1206 Maple Avenue
MINNEAPOLIS, MINN. 515 Plymouth Building
NEW ORLEANS, LA. 219-223 Tchoupitoulas Street
NEW YORK, N. Y. 295 Fifth Avenue
SAN FRANCISCO, CAL. 180 New Montgomery Street
SEATTLE, WASH. 803 Terminal Sales Building
ST. LOUIS, MO. 1231 Washington Avenue

—○—
**ARMSTRONG CORK PRODUCTS COMPANY
F L O O R D I V I S I O N
LANCASTER, PENNSYLVANIA, U. S. A.**

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NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color engraving and printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. It is suggested, therefore, that quality samples rather than these illustrations be employed to match colors with other materials.

FASHIONABLE PATTERNS AND COLORINGS FOR EVERY BUDGET IN 1936 LINE

REFLECTING the growing demand for higher quality, heavier gauge linoleum for both residences and public buildings, Armstrong's 1936 Line of 312 patterns is especially strong in beautiful Inlaid treatments.

Not only have the ever-popular red tilings in streamline Embossed been retained and improved; but important new features such as striking overlay and herringbone effects in fashionable black-and-white, in green, in brown, and in Scotch plaids, have been introduced in Embossed Inlaid and other lines, including the popular-priced Quaker and Standard Floor Covering and Rugs.

Of similar timeliness is the addition of new Marbelle Linoleum for use in custom-built floors with Linostrips, borders, and Linosets. The rising popularity of Marbelle is a new trend; although Plains and Jaspés, which are present in a full range of colors, continue popular with architects, decorators, and homemakers.

The creation of a new porch-size, 6 x 11¼ ft., opens up an entirely new field for popular-priced Quaker Rugs.

Armstrong's new Flash Type Cove and Base is offered in addition to the Metal Back type. It is economical, readily installed, and enhances appearance.

Armstrong's Floor Cleaner joins Linogloss Wax as a safe, easy, economical means of keeping floors attractive.

Finally, Armstrong's Linowall is offered in seventeen colorings that make this smooth, washable wall material as popular as Armstrong's durable, easy-to-clean floors.

From every standpoint—streamlined embossing, up-to-the-minute patterns, rich colorings, indisputable quality, and an exceptional variety of features

even in popular-priced lines—Armstrong's 1936 offerings are real leaders. Shown in their wide assortment of attractive patterns, they will do much toward establishing any store as "Floor Headquarters."

FOR ARCHITECTS

Sweet's Catalogue File contains a 22-page catalogue on Armstrong's Resilient Floors—Linoleum, Linotile, Cork Tile, Accotile, and Rubber Tile; also a 6-page catalogue on Armstrong's Linowall. Patterns, colors, specifications, and other technical data are included. Refer architects and builders to these Armstrong catalogues in Sweet's.

BORDERING THE FLOOR ADDS A NOTE OF INDIVIDUALITY

OFTEN a border is all that is needed to change what is merely an attractive floor into one of unusual individuality and charm. The extra beauty of a border treatment can be secured at a very moderate cost for any type of room.

Whether a floor is of solid color, custom-built or figured design, it is improved by an attractive border. Borders may con-

sist of either harmonizing or contrasting colors; of simple or special design; and may be made of any color of Plain, Jaspé, or Marbelle Linoleum. Selection of the proper border is almost as important as choosing the floor itself. A pleasing border on a floor is somewhat like the frame around a beautiful picture—it provides a finish and enhances the natural attractiveness of the floor.

HELPFUL BORDER SUGGESTIONS

Simple Borders—A solid border of Plain Linoleum, Jaspé, or Marbelle, either 6, 9, or 12 inches wide is the most common form of linoleum border. Many colors are used for such borders, the most popular being plain black and black Marbelle. Because of the widespread use of these colors for borders Patterns 27, 02, and 021 are available in ready cut rolls—6, 9, or 12 inches wide in Heavy, Medium, and Standard Gauge.

Linostrips—A variation of the simple, one-color border described above is obtained through the use of Linostrips, narrow strips of linoleum either $\frac{5}{8}$ inch or 1 inch in width. A brightly colored Linostrip laid between border and field acts as an accent, bringing out the full beauty of the floor. Sometimes two or more Linostrips are used to effect a double or triple border. Often a Linostrip is set in the floor several inches from the wall, with the field material forming a border.

Linostrips are available in all colors of Plain Linoleum, Jaspé, Marbelle,

and allover marbles. All colors are made in a variety of thicknesses. They come in rolls 45 feet long.

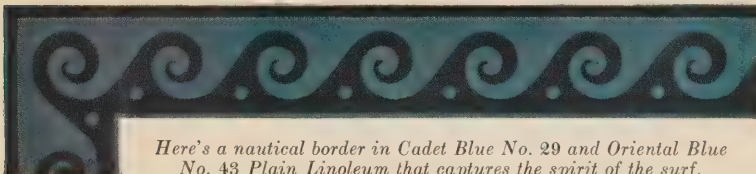
Plain border and Linostrip recommendations for all inlaid patterns are shown on pages 347-50.

Special Border Effects—The popularity of special border treatments such as shown on the facing page has grown each year. The design possibilities of these special borders are seemingly endless. Although special borders are not carried in stock, they may be cut at the factory if desired.

Tailor-made borders for special jobs will be designed by the Armstrong Bureau of Interior Decoration without charge. If these are to be cut by the store layers on the job the narrow border material in the 6-, 9-, or 12-inch width will simplify the cutting of the special designs. Since these borders are cut double, that is, both colors used in the design being cut at the same time, it is often possible to save money by using the same border in reverse for the floor in an adjoining room.



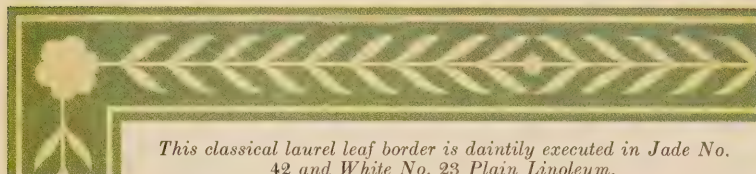
This nail-head border combines No. 018 Marbelle with Dark Gray No. 22, White No. 23, Silver Gray No. 26, and Black No. 27.



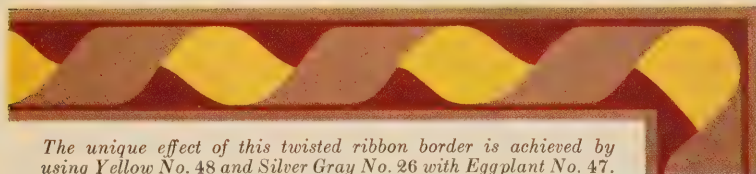
Here's a nautical border in Cadet Blue No. 29 and Oriental Blue No. 43 Plain Linoleum that captures the spirit of the surf.



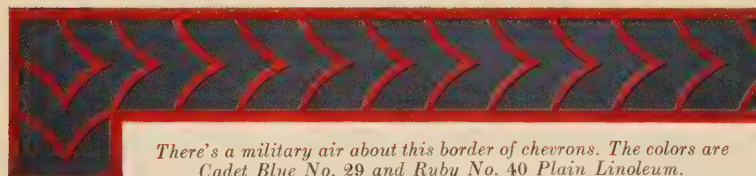
Greek fret borders, such as this one in Chocolate No. 46 and Tan No. 28 Plain Linoleum, are ideal for formal interiors.



This classical laurel leaf border is daintily executed in Jade No. 42 and White No. 23 Plain Linoleum.



The unique effect of this twisted ribbon border is achieved by using Yellow No. 48 and Silver Gray No. 26 with Eggplant No. 47.

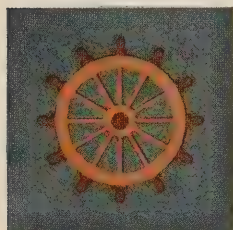


There's a military air about this border of chevrons. The colors are Cadet Blue No. 29 and Ruby No. 40 Plain Linoleum.

SMART LINOSETS INDIVIDUALIZE FLOORS



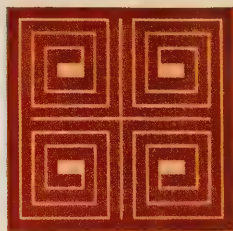
Design cut from Nos. 22, 23, 26. Field is No. 27.



Handles, axle are No. 20. Wheel, No. 28. Field, No. 43.



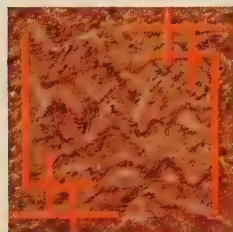
No. 09 forms field. Figures cut from No. 40.



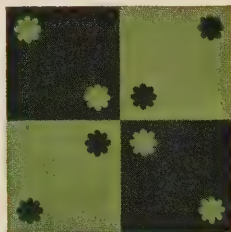
Greek maze cut from No. 23. Field is No. 25.



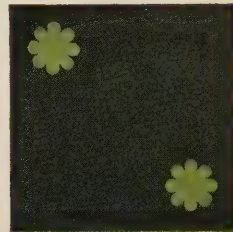
Girl's head cut from No. 48, on No. 22 field.



Oriental figures cut from No. 41. Field is No. 05.



How to use reverses of Lino-sets shown at the right.



Floral design. Flowers cut from No. 42. Field is No. 21.



Lettering cut from No. 23. Field is No. 021.

Lino-sets are special designs cut from any color linoleum and cemented into field or border linoleum. The above suggestions or any other designs can be cut to order at the Armstrong factory and shipped ready

to install. Armstrong's Bureau of Interior Decoration offers retailers and their customers free assistance in creating smart Lino-sets for distinctive custom-built floors of Armstrong's Linoleum.

MANAGEMENT AND MERCHANDISING METHODS THAT INCREASE PROFITS

THERE is a real opportunity for profit in the sale of hard surface floorings as indicated by the records of stores in every section of the country. In studying the reasons for the success of these stores the Armstrong

Bureau of Retail Merchandising has compiled detailed studies of the operating methods used. This wealth of valuable data is briefly summarized in the following Ten Basic Factors of Management and Merchandising:

TEN BASIC FACTORS

1. Management—There should be concentrated attention upon the problems of the linoleum department. Where the size of the business warrants, it is well to have a separate manager.

2. Department Arrangement and Display—The linoleum department should be well located, with adequate floor space, proper identification, and good lighting. It should have a paneled floor, a good merchandise display, a border cabinet, and displays of sundries. Model rooms are also effective.

3. Salesmanship—Salesmen should be well trained and their training should include a knowledge of the merchandise, the proper selling approach, how to trade-up, selling extras, and how to close the sale. If possible, salesmen should specialize on linoleum.

4. Advertising—The linoleum advertising program should be carefully scheduled in advance. Sufficient advertising should be done to secure maximum results. The copy should be designed to build departmental traffic, and to sell style, beauty, and quality rather than price alone.

5. Window Display—The department should get its share of linoleum window displays; displays that attract attention, arouse interest, create desire, and impel action.

6. Developing New Business—To obtain more than merely "going" business, the merchant should sell borders, custom floors, and sundries; develop the "every room" idea; and extend his operations to include Linowall. Outside selling should be used.

7. Installation Service—Often it is installation that makes the difference between profit and loss. Layers should be efficient and well trained, and care taken that the operating system reduces the waste of time and materials to a minimum. High standards of workmanship should always be maintained.

8. Price Policy—Prices should be set to obtain the greatest net profit. It is not volume that counts, but the profit which that volume produces.

9. Buying and Stock Control—A system of stock control should be installed to permit balanced inventories. Style trends and new merchandise should be watched, and a constant effort made to increase turnover.

10. Accounting—The linoleum department should have separate accounting, should know its own costs, and should have adequate records to control current and future operations.

Merchants interested in further details about these factors may write the Bureau of Retail Merchandising.

STEPS IN INSTALLING A LINOLEUM FLOOR



1. Fit lining felt carefully, butting edges at seams. Lay felt back about half its length and spread paste on floor evenly and sparingly. Cover with lining felt quickly to insure a good bond.



2. After rolling felt, fit linoleum carefully and spread paste. If waterproof cement is used, leave margins at seams and wall. Avoid having the seams of the lining felt and linoleum coincide.



3. Cut through overlapped layers of Plain, Jaspé, and Marbelle. Avoid scarring felt. Match the edges of pattern goods carefully, aligning figures and trimming to keep pattern whole.



4. Roll linoleum in both directions. Weight seams with sandbags. Installed over linoleum underlay in accordance with method illustrated here, the floor will be as smooth as a table top.



5. Trim borders carefully to fit against baseboards, into recesses, around corners, and across stairways. In bordering adjoining rooms, solid piece is fitted into doorway to avoid seams.



6. The result is a permanent floor without a single crack or crevice to collect dirt. Properly maintained, a linoleum floor will retain its beauty through many long years of service.

ARMSTRONG'S LINING FELT, A PROFITABLE ITEM—WHERE AND HOW TO USE IT

WHERE underfloors are wood, Armstrong's Linoleum should always be installed by bonding it to a layer of Armstrong's Lining Felt, using Armstrong's Linoleum Paste as the adhesive. The felt takes up the expansion and contraction of the boards, thus preventing the linoleum from buckling or splitting. It also makes the floor warmer, quieter, more resilient, and more comfortable. The removal of linoleum, when necessary, is much simpler when it is installed in this manner.

On concrete floors, the use of lining felt is optional. However, it will help to take up the irregularities that are present in all concrete sub-floors and will add to the resiliency of the finished installation.



Armstrong's Lining Felt

Armstrong's Lining Felt is tough and well-matted but also flexible and easy to cut. It is supplied in full rolls 50 yds. long and 36 ins. wide. Unsaturated and saturated lining felt are available. Unsaturated lining felt is offered in 1-lb. and in 1½-lb. weight; saturated, in 1½-lb.

PROPER FLOOR CARE MOST IMPORTANT FACTOR IN LIFE OF LINOLEUM

LINOLEUM floors are durable—they are built to stand up under heavy traffic conditions—but to give maximum service they should be properly maintained. Use of strong alkaline soaps and waxes should be avoided. More linoleum floors are ruined by washing with strong soaps than by actual wear.

The safe and proper care of a linoleum floor is extremely simple. A daily dusting, an occasional washing with Armstrong's Floor Cleaner, followed by an application of Armstrong's Linogloss Wax, will not only retain the full beauty of the floor indefinitely, but proper maintenance also will add many years to its life of useful service.

Floor Cleaner—Three commonly used cleaning agents found in many soaps are abrasive material, free alkali, and alkaline salts. These materials are injurious to linoleum. Abrasive material acts like sandpaper, and alkali is destructive because it attacks linseed oil, one of the chief ingredients of linoleum. Strong soaps, therefore,

should no more be used for washing linoleum floors than for cleaning a dining-room table or other article of furniture having a varnish or oil-base finish.

Armstrong's Floor Cleaner, recently announced after years of intensive study, is a neutral cleaning agent, free from abrasives and possessing a pleasing odor of cleanliness. Not only is it safe for use on linoleum floors, but it is also much easier to use than ordinary soap and water. In addition to linoleum, the cleaner may be used on other types of floors, as well as on woodwork, painted walls, metal furniture, and similar surfaces in the home, store, or office. One quarter cup of the cleaner in a half pail of warm water is a strong enough

solution for most work, although it can be used full strength with perfect safety.

Linogloss Wax—

This Armstrong product is easily applied and will stand up under severe wear. It does not spot readily from water dropped on its surface. It dries in about thirty minutes without polishing, leaving



The new Armstrong's Floor Cleaner is easier to use than soap and water for cleaning all types of floors, painted walls, and woodwork.

HOW TO CARE FOR LINOLEUM FLOORS

a pleasing, lustrous finish. If desired, a higher gloss may be obtained simply by polishing with a weighted cloth or floor machine.

Wax Applicator

—This convenient tool, consisting of a handle with a lamb's wool head, is convenient for applying Armstrong's Linogloss

Wax in a thin, even film. Many persons like to keep two of these on hand—one for applying the wax and the other for polishing.

Care of Linoleum in Homes

—As soon as the floor is installed, apply Armstrong's Linogloss Wax. Go over the floor daily with a dry mop to remove dust. Wipe up dirt with a damp cloth or mop and re wax as appearance requires. If the floor should get very dirty, wash with a solution of Armstrong's Floor Cleaner, rinsing carefully with clear water.



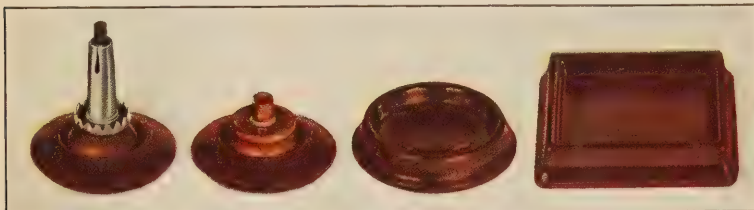
This counter card will attract more persons to your display of Armstrong's Wax as a product for the care of their floors.

In Public Buildings—Make two applications of Armstrong's Wax after the new floor is installed to build up a hard, durable surface. Make additional applications as demanded by traffic. For daily care, sweep with a hair broom. Heavy traffic lanes may be renewed

by buffing without adding wax.

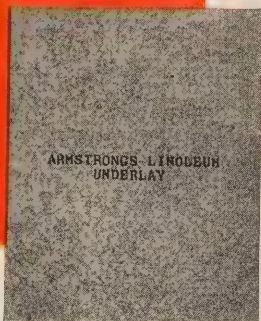
Felt-base Rugs—Dust daily, and wipe up spilled things with a damp cloth. Wash occasionally with a solution of Armstrong's Floor Cleaner, rinse with clear water, and, when dry, apply Armstrong's Wax. Some persons prefer to use Armstrong's Linoleum Lacquer once or twice a year. If this is done, *care should be taken not to lacquer over wax.*

Use of Gliders—To protect any linoleum floor, all furniture should be equipped with gliders.



To prevent denting the floor, furniture should be equipped with Bassick NoMar Gliders or Cups. The Bassick line, shown above, is distributed by Armstrong.

ARMSTRONG'S SUNDRIES FOR LAYING AND CARE



ARMSTRONG'S LINOLEUM UNDERLAY for use over uneven wood floors. Makes a smooth base for linoleum.



SEAM CUTTER. A convenient device into which a linoleum knife can be inserted to cut straight, uniform seams.

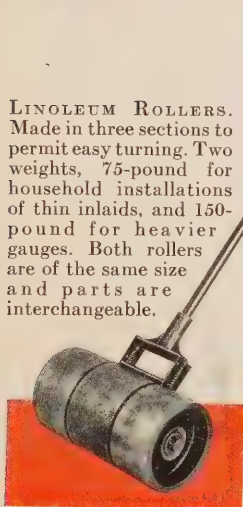


LINOLEUM KNIVES. Curved for easy cutting. Furnished with long or short blades.



STRAIGHT-EDGE. A true, sturdy piece of steel, 75 inches long, for guiding the knife when cutting linoleum. It does not kink or warp and insures straight cuts.

LINOLEUM ROLLERS. Made in three sections to permit easy turning. Two weights, 75-pound for household installations of thin inlays, and 150-pound for heavier gauges. Both rollers are of the same size and parts are interchangeable.



ARMSTRONG'S LINOLEUM PASTE insures a strong and durable bond.



ARMSTRONG'S WATER-PROOF CEMENT provides a safe seal for joints.



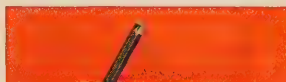
ARMSTRONG'S SUNDRIES FOR LAYING AND CARE



ARMSTRONG'S LINOGLOSS WAX. A superior self-polishing water-emulsion type wax for floors.



ARMSTRONG'S FLOOR CLEANER. Ideal for cleaning linoleum and all types of floors.

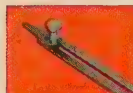


PINCH BAR, approximately 14 inches long. Specially designed with a wide prying edge. A useful tool for removing quarter-round molding without damage.



LINOGLOSS APPLICATOR for spreading Armstrong's Linogloss Wax. Has 8-inch head double-faced with high quality lamb's wool.

PASTE SPREADER. Has reversible rubber edges. Extra edges made for replacement.



18" SCRIBING TOOL. Permits accurate scribing in places where the ordinary dividers are not wide enough.



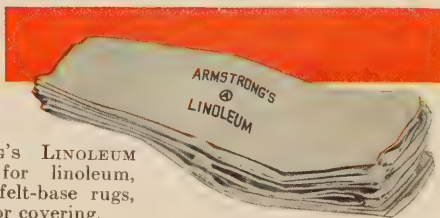
LINOLEUM RECESS SCRIBING TOOL for fitting linoleum close to stair tread nosing, table tops, and other recesses or edges.



RECESS TOOL FOR COVE AND BASE. A handy tool for fitting linoleum floors against Armstrong's Metal Back Cove and Base.



ARMSTRONG'S LINOLEUM LACQUER for linoleum, cork tile, felt-base rugs, and floor covering.



ARMSTRONG'S LINOLEUM CUSTOM FLOORS



In any home, custom-laid floors make halls and dining-room as attractive as these in the Liebhardt residence, Denver.



Custom-laid floors that say, "Come in and look around," at Selix Clothing Company's San Francisco store.



Scuffing feet can't wear colors off these built-in linoleum game boards in the kindergarten at Washington Grade School, Anderson, Indiana. Boards are gray, cadet blue, black, and white on a field of Armstrong's Terra Cotta Linoleum.



Customers remember a store like this Harry Kraus Shirt Shop, Indianapolis. Colorful Linosets representing the merchandise are built right into the travertine Marbelle Linoleum. This is an idea that any alert merchant can use to advantage.



At D. Meyer & Sons' Baltimore show-room, a smart linoleum floor in ruby and blue helps to sell smart shoes.



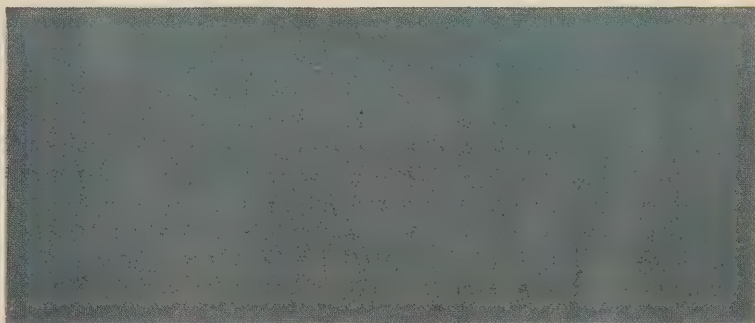
Tasteful as the Mrs. Storer's Candies it advertises, this floor in jade, ruby, white, and blue linoleum builds repeat business.



This custom-laid Armstrong Floor in the Arcadia, the International Restaurant, Philadelphia, not only adds to the attraction of the place because of its fresh, smart beauty, but also serves as a splendid dance floor.



No. 42 Jade
2 yards wide only. Code Words: $\frac{1}{8}$ " Gauge...OBYSP
Medium Gauge...OBYUX, Standard Gauge...OLFIJ



No. 43 Oriental Blue
2 yards wide only
Code Words: $\frac{1}{8}$ " Gauge...OBYXO, Medium Gauge...OBZAR



No. 46 Chocolate
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OMPEX, $\frac{1}{8}$ " Gauge...OCAEB
Medium Gauge...OCAIF, Standard Gauge...OLFOG



No. 47 Eggplant
2 yards wide only

Code Words: $\frac{1}{8}$ " Gauge...OCAMM, Medium Gauge...OCAPA



No. 48 Canary Yellow
2 yards wide only

Code Words: $\frac{1}{8}$ " Gauge...OFVID, Medium Gauge...OFVUZ

JASPÉ IDEAL FOR CUSTOM FLOORS

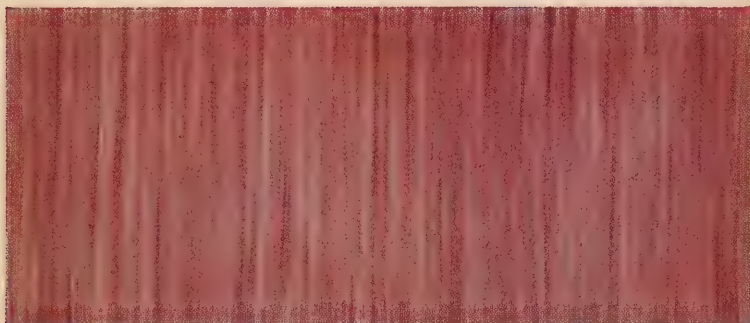
FOR floors where generous use of one dominant color is desired, the subdued two-tone graining of Armstrong's Jaspé Linoleum introduces just enough variety to suggest faint pattern and thus avoid monotony. Hence the wide popularity of its eleven smart patterns for custom-built residence and public floors.

Jaspé Linoleum is often used in combination with Linosets, Linostrips, and special borders. Other interesting floors are created by using Jaspé in several colors or in strips to simulate Colonial planking. Shoppers always welcome the decorative treatments suggested by a full display of Jaspé patterns.

ARMSTRONG'S

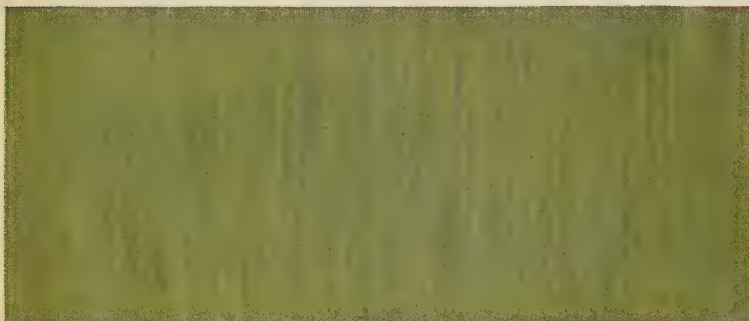


Upstairs halls, usually hard to decorate, may be transformed easily with linoleum floors. Here a floor of Rose Taupe Jaspé is bordered with Blue and Chocolate Plain Linoleum. The bathroom floor is Armstrong's Embossed 5430.



No. 010 Orchid Jaspé
2 yards wide only

Code Words: $\frac{1}{8}$ " Gauge...OFWER, Medium Gauge...OFWOP



No. 011 Apple Green Jaspé
2 yards wide only

Code Words: $\frac{1}{8}$ " Gauge...OFXOD, Medium Gauge...OFYLK



No. 012 Heather Jaspé
2 yards wide only

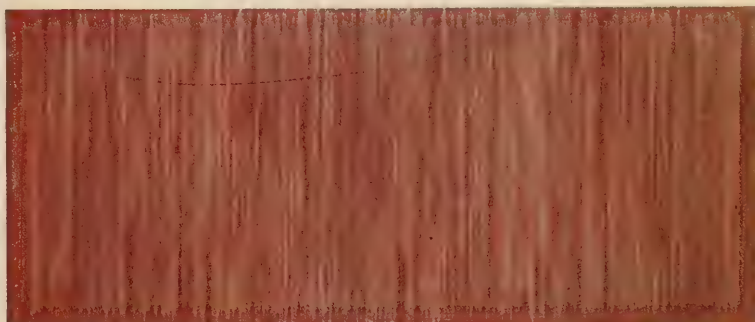
Code Words: $\frac{1}{8}$ " Gauge...OFZIN, Medium Gauge...OFZUB



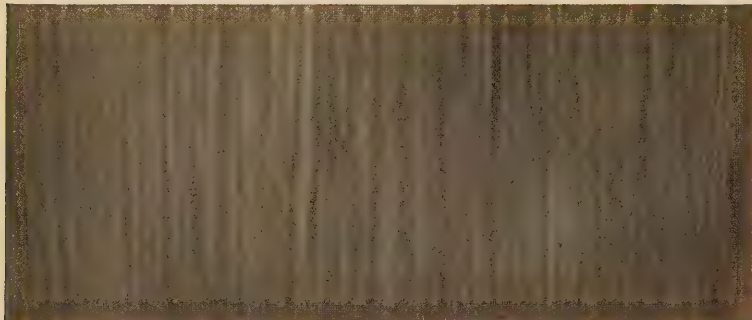
No. 12 Taupe Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OTAZA
 $\frac{1}{8}$ " Gauge...OTBAY, Medium Gauge...OTBEH



No. 13 Driftwood Gray Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OATABS
 $\frac{1}{8}$ " Gauge...OTAAL, Medium Gauge...OTACT



No. 14 Rose Taupe Jaspé
2 yards wide only
Code Words: $\frac{1}{8}$ " Gauge...OBMEK, Medium Gauge...OBMUM



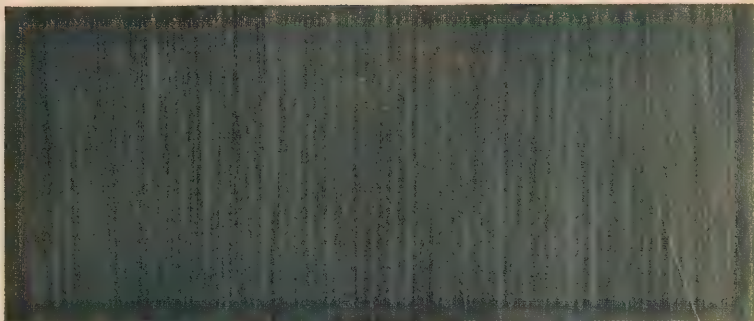
No. 15 Steel Gray Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OTADU
 $\frac{1}{8}$ " Gauge...OTAEN, Medium Gauge...OTAIP



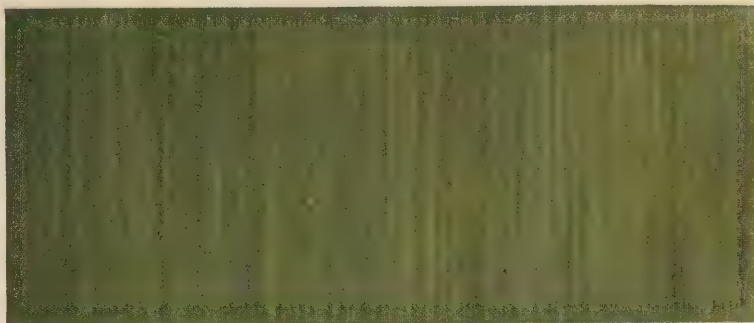
No. 16 Malay Brown Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OATACK
 $\frac{1}{8}$ " Gauge...OTAKS, Medium Gauge...OTALF



No. 17 Autumn Brown Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OTAMM
 $\frac{1}{8}$ " Gauge...OTAOX, Medium Gauge...OTAPO



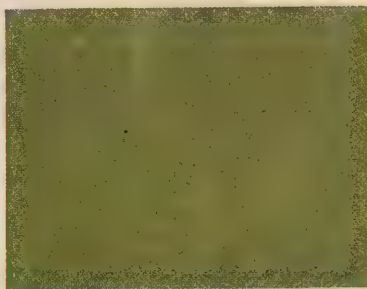
No. 18 Royal Blue Jaspé
2 yards wide only
Code Words: $\frac{1}{8}$ " Gauge...OTARV, Medium Gauge...OTASI



No. 19 Hunter Green Jaspé
2 yards wide only. Code Words: $\frac{3}{16}$ " Gauge...OLTES
 $\frac{1}{8}$ " Gauge...OTAUZ, Medium Gauge...OTAWY



No. 31 Brown Cork Carpet—Unpolished
2 yards wide only. $\frac{1}{4}$ " Gauge
Code Word—ODQUO



No. 32 Green Cork Carpet—Unpolished
2 yards wide only. $\frac{1}{4}$ " Gauge
Code Word—ODREV



This modern showroom of Crane Company visualizes the attractive decorative effects that can be secured by using a combination of Armstrong's Linoleum and Armstrong's Linowall.

RICH COLORING IN MARBELLE IDEAL FOR CUSTOM-BUILT FLOORS

TO extend the decorative possibilities of Marbelle Linoleum by offering it in a greater variety of colors, Armstrong's 1936 Line features three new patterns . . . 022, 023, and 024. Available now in fourteen attractive colorings, Armstrong's Marbelle Linoleum lends itself to interesting floors in homes as well as in public buildings, where its richness is always popular.

Individualized Floors

In many homes, Marbelle is used with Linostrips and Lino-sets in custom-built floors to relieve the rather formal effect of Marbelle alone.

Although a great part of the charm of Marbelle is its effect of overall coloring, many users who prefer a suggestion of pattern achieve this by installing Marbelle tile-fashion, with blocks of the same or contrasting colors laid with their grainings at right angles to each other. The effect resembles Handmade Marble Inlaid patterns.

Marbelle Linostrips

Another feature of Marbelle that makes it extremely suitable for custom-built floors is the availability of the patterns in

45-ft. Linostrips, either $\frac{5}{8}$ or $1\frac{1}{2}$ in. wide; and in full rolls of any width from 3 ins. to 3 ft. for borders. These convenient sizes reduce waste and save time.

Hides Dirt and Wear

For floors exposed to considerable traffic — as in sun porches, halls, kitchens, living-rooms, and bathrooms—Marbelle patterns are ideal. The overall coloring does not show wear readily and it tends to conceal tracked-in dirt. For the same reason, it is useful in offices, halls, schools, hotels, hospitals, clubs, and stores.

Three New Patterns

A long-felt need for a blue Marbelle that is not "too blue" is met by the new 022 in clear tones of light and dark blue with marbling of pearl gray and ivory. The result is a soft but cheerful Marbelle excellent for residences.

In 023, the dominant color is travertine, with a faint undertone of green.

Also in travertine, but with more strongly marked supplementary colorings, is 024. A particularly sunny effect is attained through the use of markings in sienna, black, and gold.



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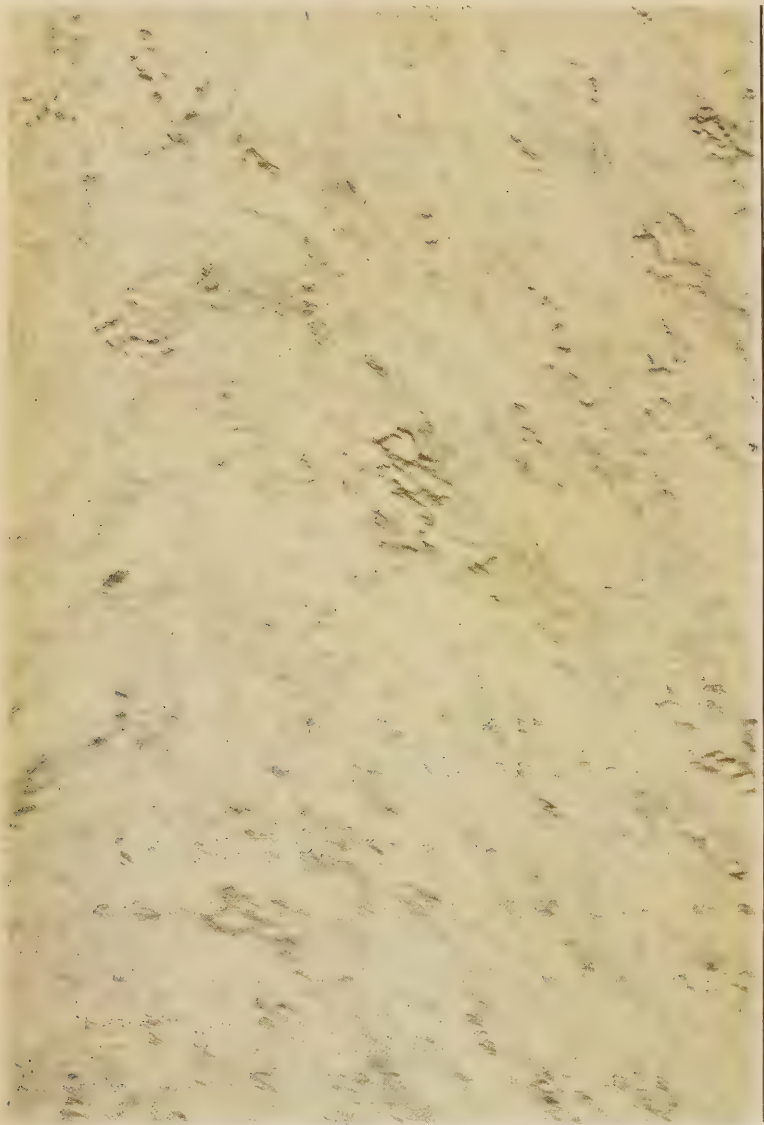
No. 01 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy (1/8") Gauge...MASYC
Medium Gauge...MATAJ, Standard Gauge...MAIDA

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No. 02 Marbelle
(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge. **MAAWAEL**
Medium Gauge...**MABUX**, Standard Gauge...**MAUYC**



No. 03 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy (1/8") Gauge...MAAWALT
Medium Gauge...MABYM, Standard Gauge...MABON

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No. 05 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MACEZ
Medium Gauge...MACHU, Standard Gauge...MAIFE



No. 06 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MACIX
Medium Gauge...MAESY, Standard Gauge...MATUV

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No. 08 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MATDA
Medium Gauge...MATGE, Standard Gauge...MAYNY



No. 09 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge... MATEW
Medium Gauge... MATIR, Standard Gauge... MAYOD

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No. 017 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MAIPU
Medium Gauge...MAIRC, Standard Gauge...MAUDO

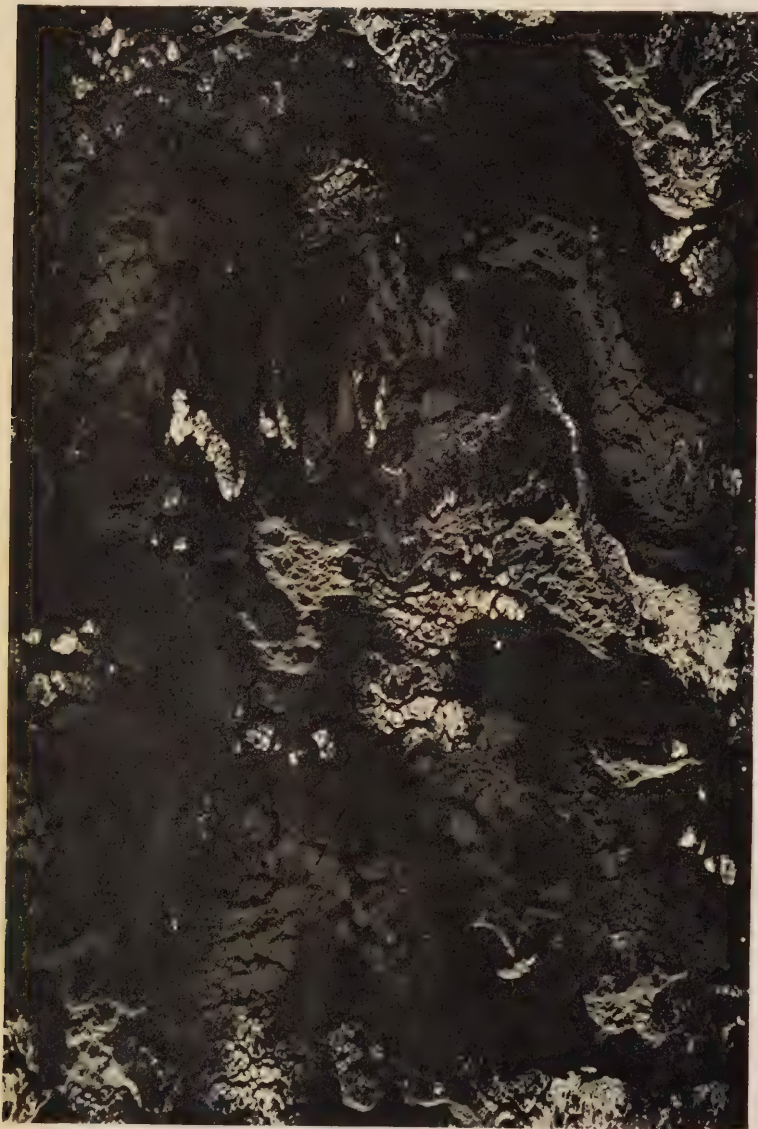


No. 018 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy (1/8") Gauge...MAHFE
Medium Gauge...MAHGI, Standard Gauge...MABUT



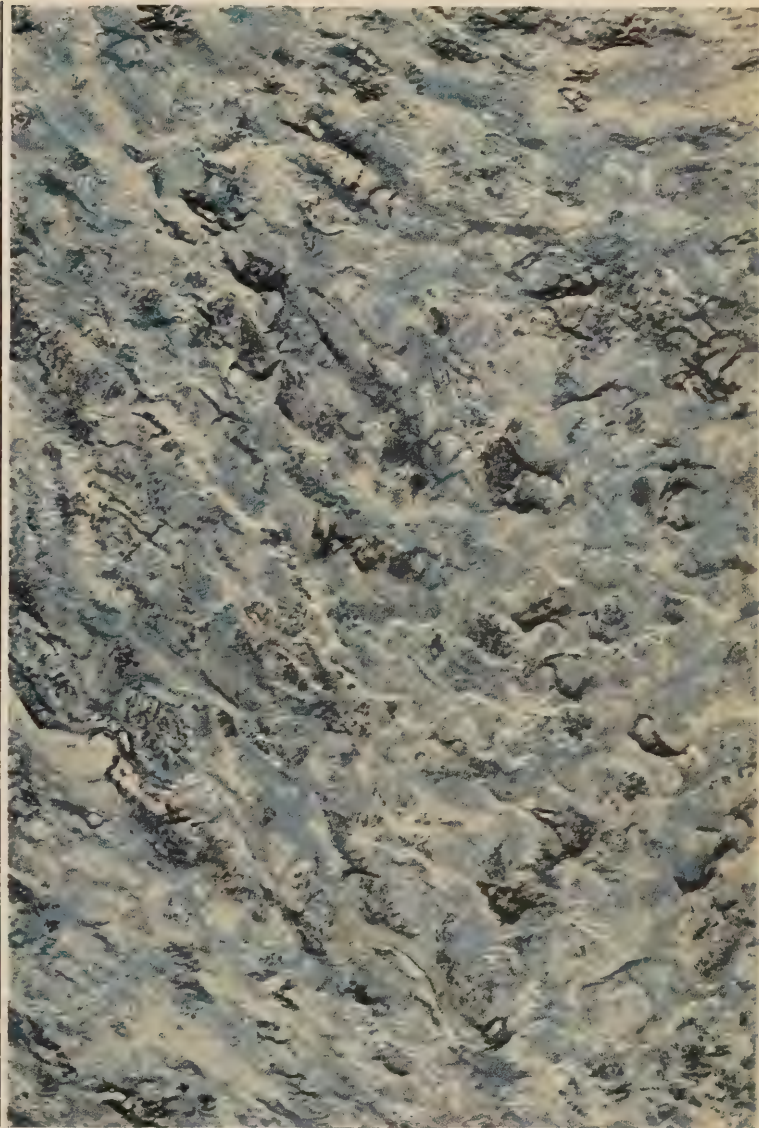
No. 020 Marbelle
(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MAKTE
Medium Gauge...MAKUL, Standard Gauge...MAXBA



No. 021 Marbelle

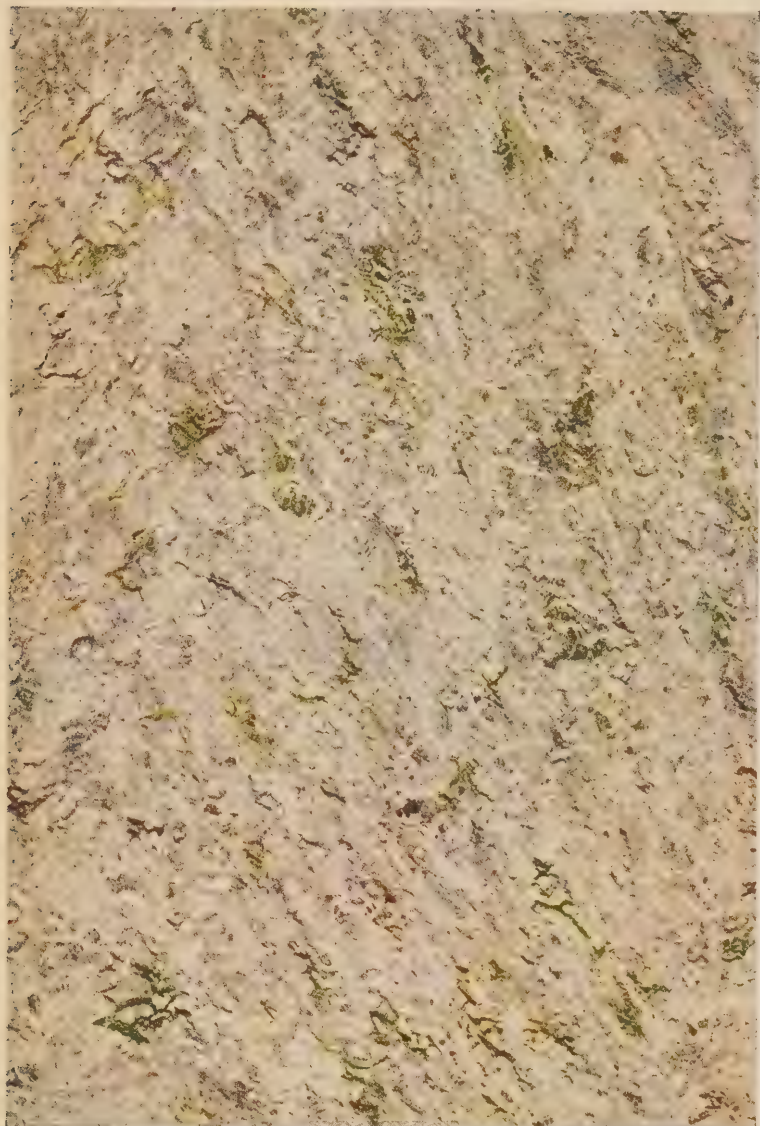
(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MATWA
Medium Gauge...MATUW, Standard Gauge...MATOH

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No. 022 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)... MAUGE
Medium Gauge...MAUPU, Standard Gauge...MAURI



No. 023 Marbelle

(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MAUSA
Medium Gauge...MAVAB, Standard Gauge...MAVEN

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No. 024 Marbelle
(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy ($\frac{1}{8}$ " Gauge)...MABIK
Medium Gauge...MABLU, Standard Gauge...MABOF



ARMSTRONG'S

A yacht in the attic—that's the kind of party-room a nautical-minded home-lover can create with seascape-painted walls and a jaunty "deck" of Armstrong's Marbelle Linoleum No. 018.

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No. 61 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
 (Plate shows approx. 1/5 scale) 2 yards wide only
 Code Word—MAIBOMP



No. 62 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—MAIBOPF

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No. 70 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
 (Size of Blocks—6" x 6") 2 yards wide only
 Code Word—MAMXIM



No. 73 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—MAIHFAK

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No. 85 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—MAIZDYR



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No. 89 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—12" x 12") 2 yards wide only
Code Word—MAZMAS

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No. 90 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—MAEBAMP



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No 152 Handmade Marble Inlaid—Heavy (1 $\frac{1}{2}$ ") Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—MAOLTOT

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No. 160 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—MASOL



No. 161 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—MASPA

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No. 162 Handmade Marble Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—MASUG



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No. 520 Parquetry Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—PKANKGO

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Modernizing this pleasant dining-room was easy with the aid of Armstrong's Linoleum and Linowall. The floor is Heavy Embossed, Pattern 6310; the wall and wainscot covering is Knotty Pine Linowall No. 900.

ARMSTRONG'S HEAVY EMBOSSED INLAIDS OFFER GREAT BEAUTY AND STAMINA

ARMSTRONG'S Heavy Gauge Embossed Inlaid Linoleum combines exceptional floor beauty with maximum durability. It is the logical choice for heavy traffic areas. Color takes on new sparkle and brilliancy in the twenty-one patterns in this line. Deep and rich, the clear-tone color penetrates the full thickness of the material. An exclusive Armstrong

development is the delicate varietal shading of the tiles, which provides an especially realistic texture. The new Embossed Inlaids also offer definite house-keeping advantages. Streamline embossing eliminates sharp angles where dust or dirt might collect. By an exclusive Armstrong process, Embossed Inlaid Linoleum has been given a superior easy-to-clean finish.

FEATURES THAT WILL BUILD SALES

Beautiful Colorings — Because Embossed Inlaid Linoleum lends itself so well to tile effects, many of the patterns in this line capture the warmth and cheerfulness of Old World floors. Especially accurate reproduction of the varied tones that add so much charm to antique tile floors is secured by the exclusive shading of the individual tiles. This natural tile effect is particularly evident in 6180, 6240, 6243, 6244, 6252, 6260, 6271, 6291, and 6310 which carry the red and brown colorings characteristic of real tiles of baked clay.

Colorings, however, are not limited to the red to brown range, as will be noted in 6181, 6241, 6242, 6253, and 6290, in which various shades of green, as well as blue, have been introduced.

The popular black-and-white color combination is present, too, in 6244, while 6293 offers a black-and-white variation of 6290 and 6291. Gold interliners add warmth to both patterns.

A big advance in shading technique

is represented by 6182 in which tiny pin-point dots of pure color blend to make the secondary colors.

Interesting Designs—Random tile designs are particularly reminiscent of the handcraft of antique floors. This type of design, especially good for large areas, is present in 6180, 6181, 6182, 6252, 6253, 6271, 6290, 6291, 6293, 6300, and 16003.

Quite modern, 6320 and 6300, are ideal with modern furnishings.

Particular charm is secured by an occasional grouping of small tiles among larger tiles in 6252 and 6253.

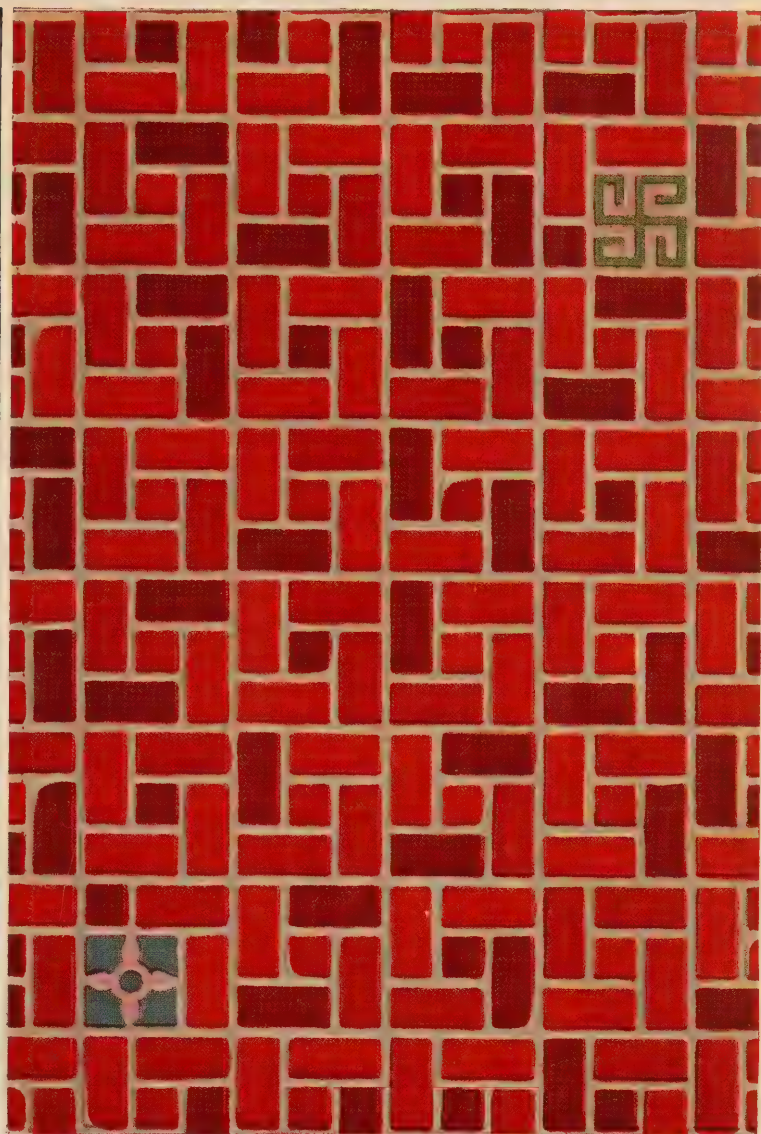
A unique and exclusive design effect is secured in 6310 as the result of "three-level" embossing.

Small tiles are especially good for small areas and 6028, 6240, 6241, 6242, 6243, 6244, 6290, 6291, and 6293 offer pleasing variations of the regular tile design.

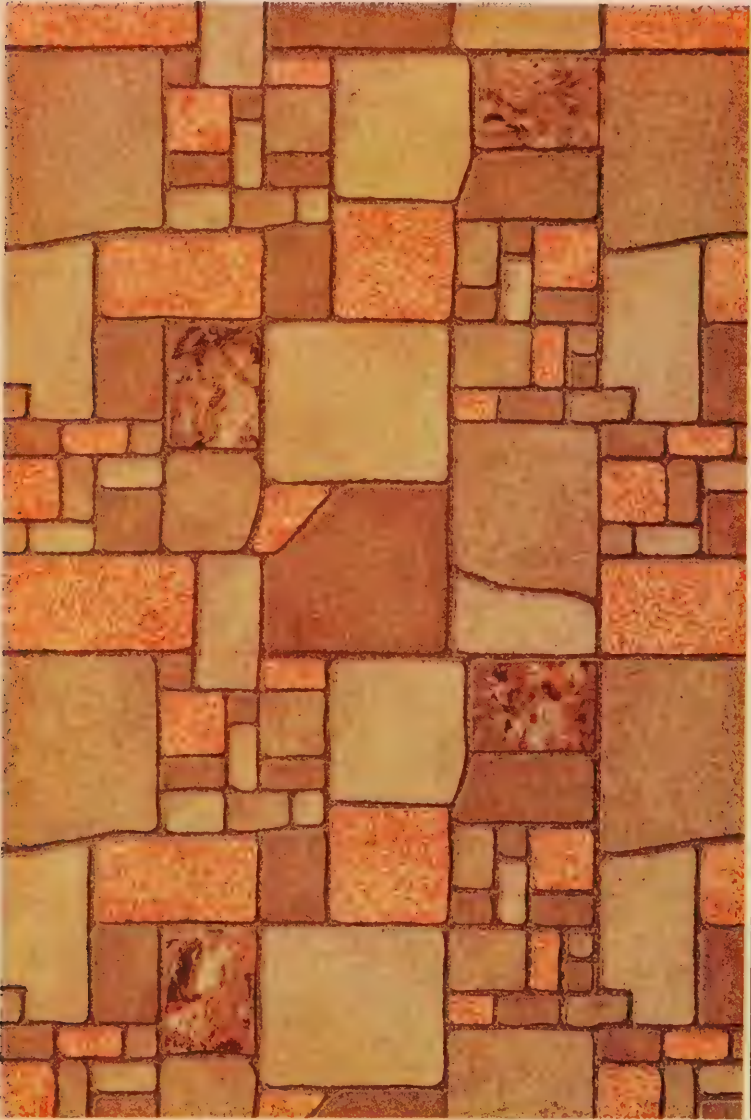
A new design note, evident in 6180, 6181, 6182, 6252, 6253, 6271, 6290, 6291, and 6300, is provided by rich marble insets which accent the tile colors.

ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

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No. 6028 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMASZOR

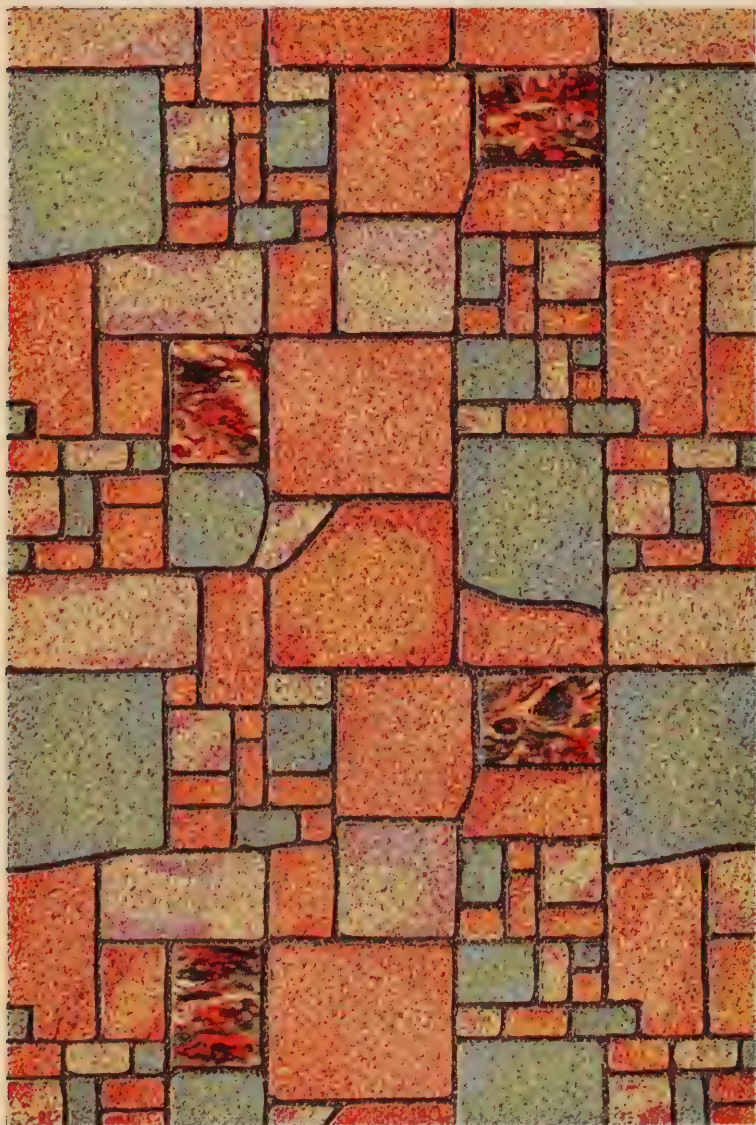


No. 6180 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMUIM

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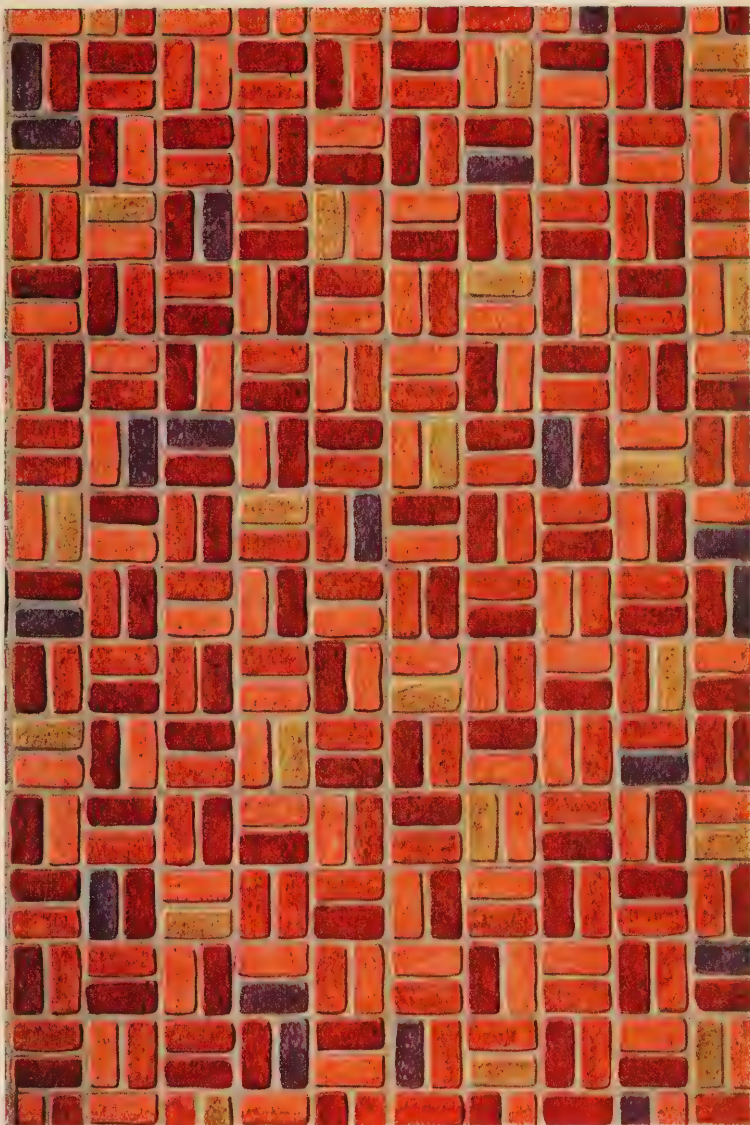
No. 6181 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMIVI



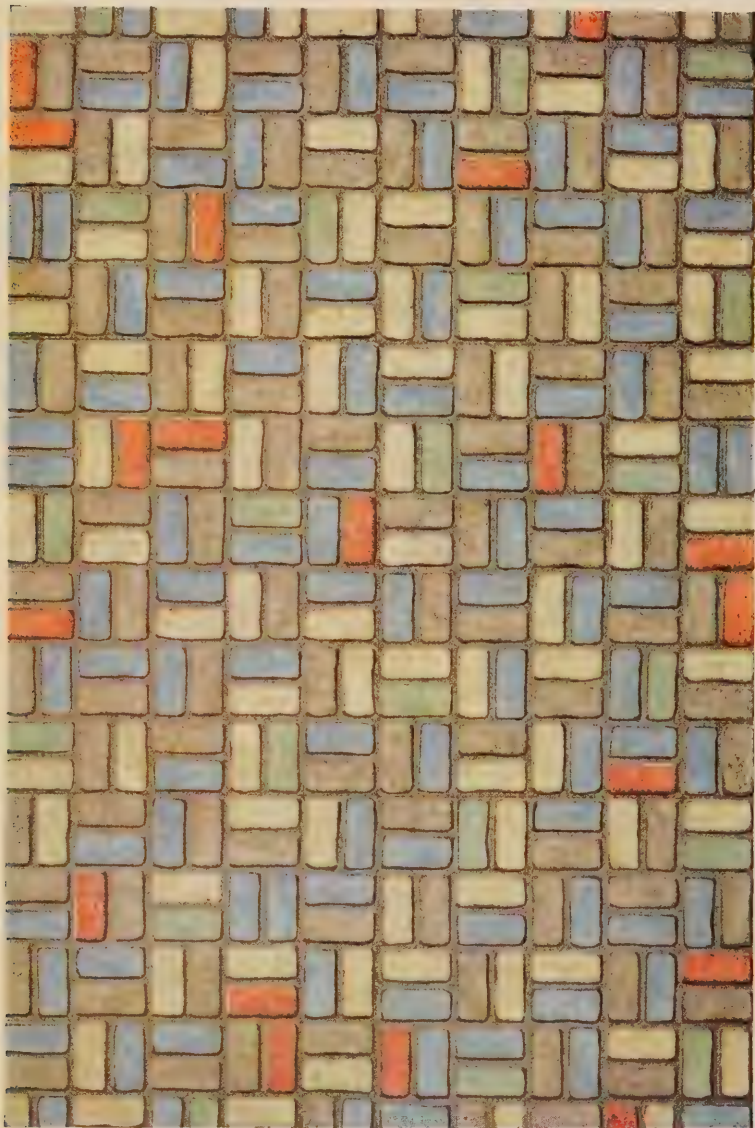
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No. 6182 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMJOK

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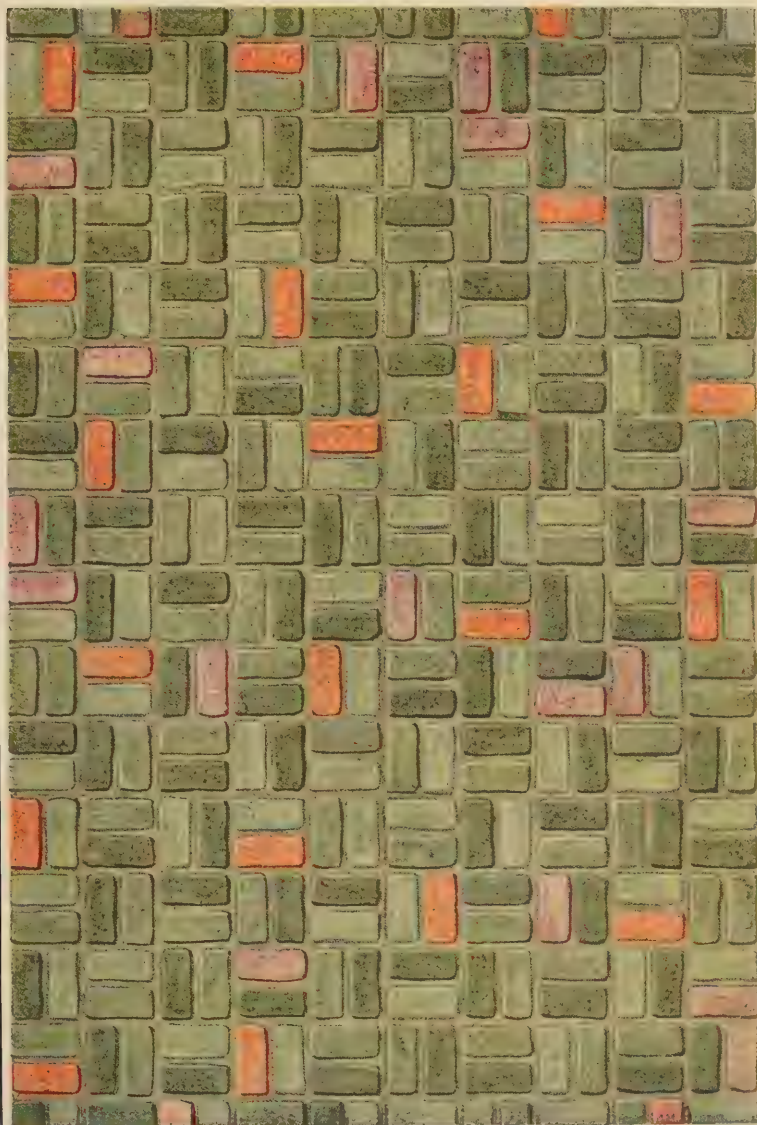
No. 6240 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMOLVTA



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No. 6241 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMOLVUD

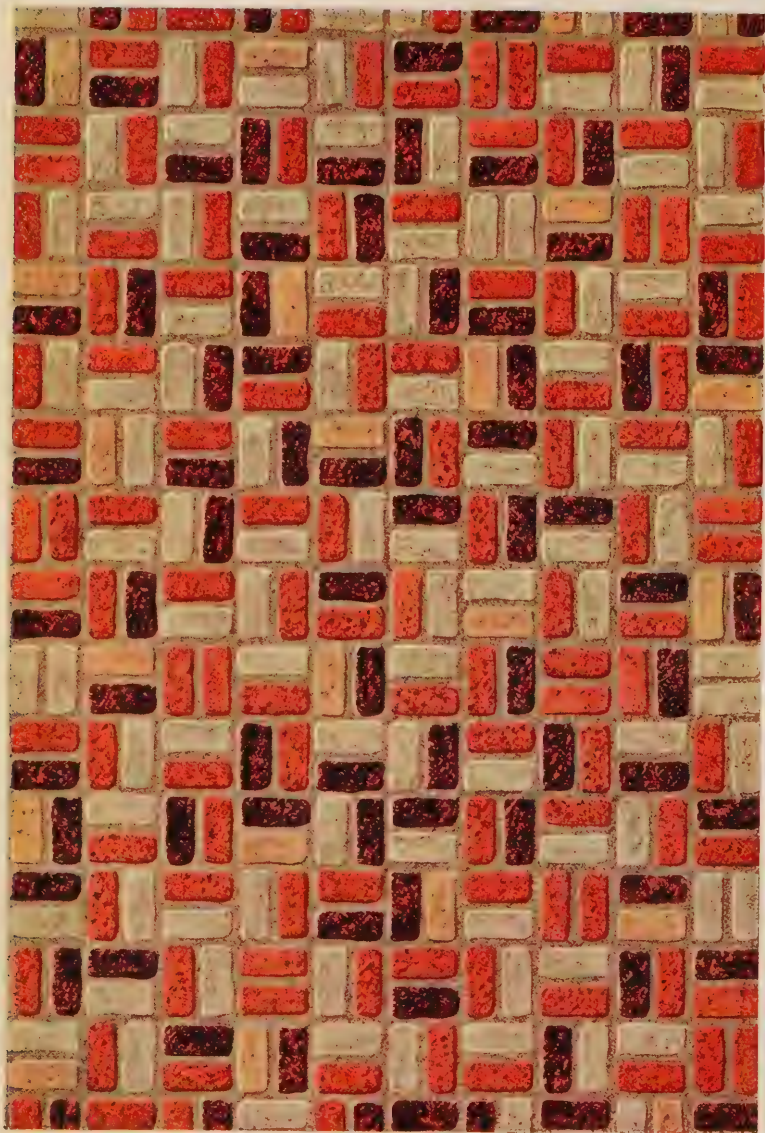
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No. 6242 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMOLVYP

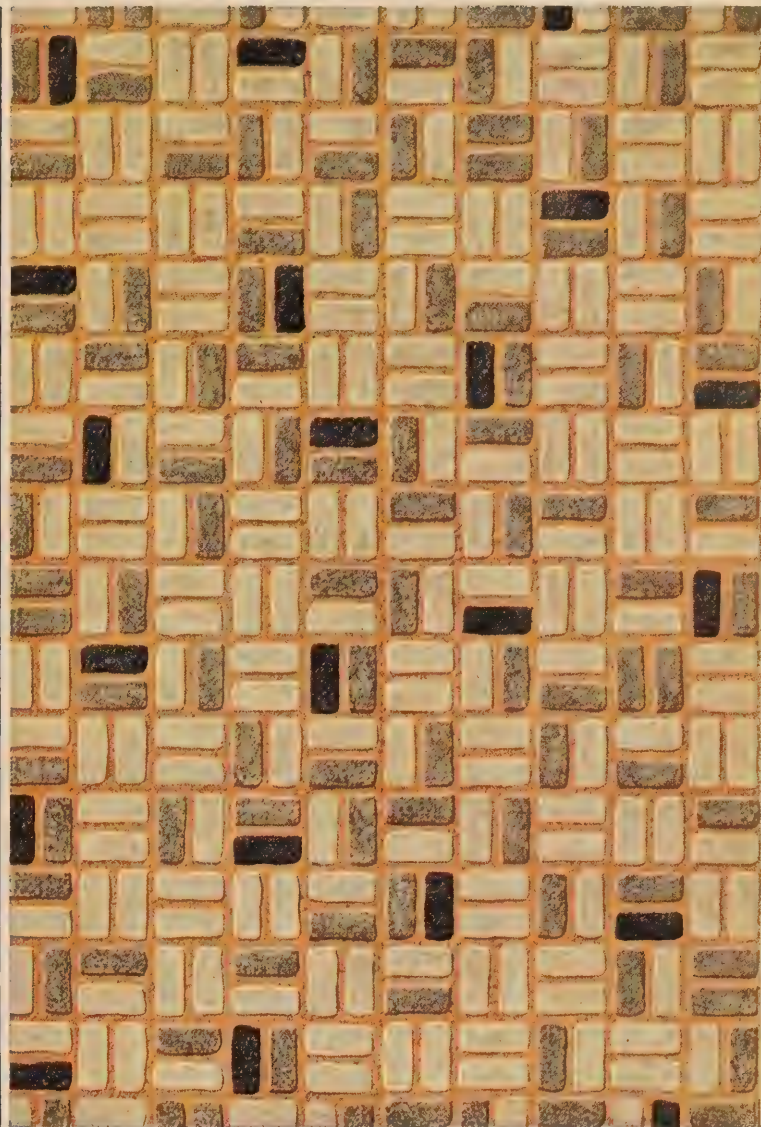
ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

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No. 6243 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMAMB

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No. 6244 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMANF

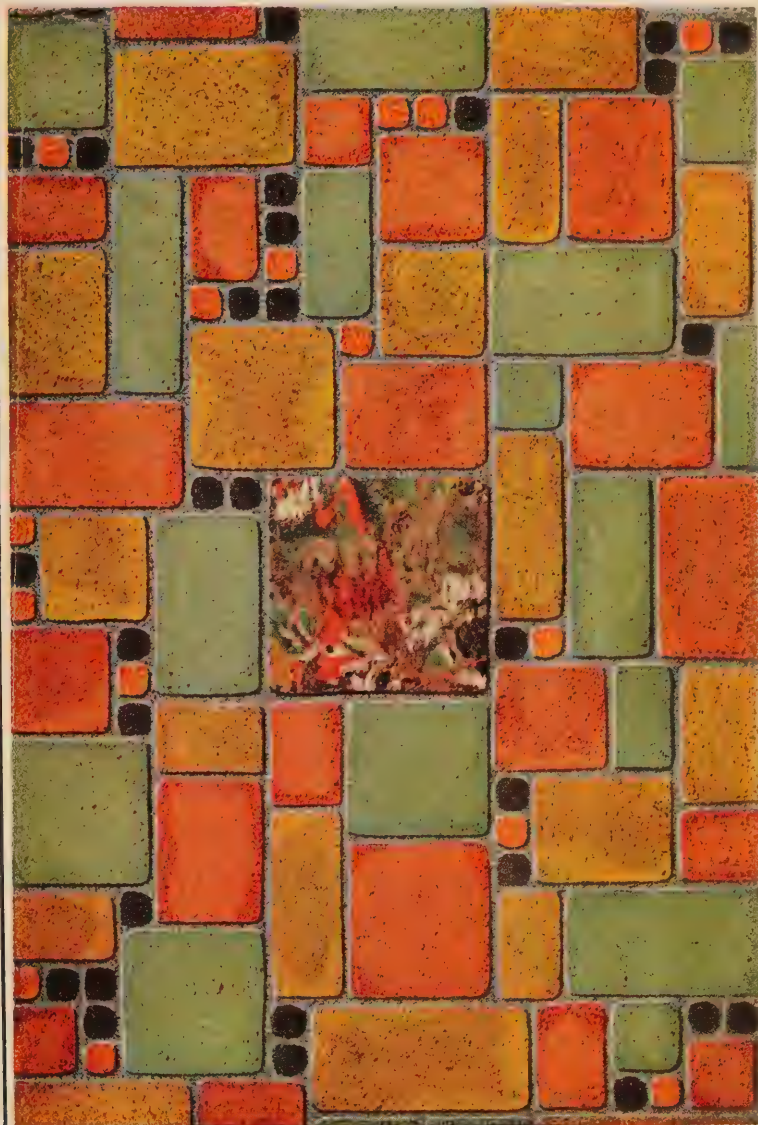
ARMSTRONG'S EMBOSSED INLAID LINOLEUM—HEAVY

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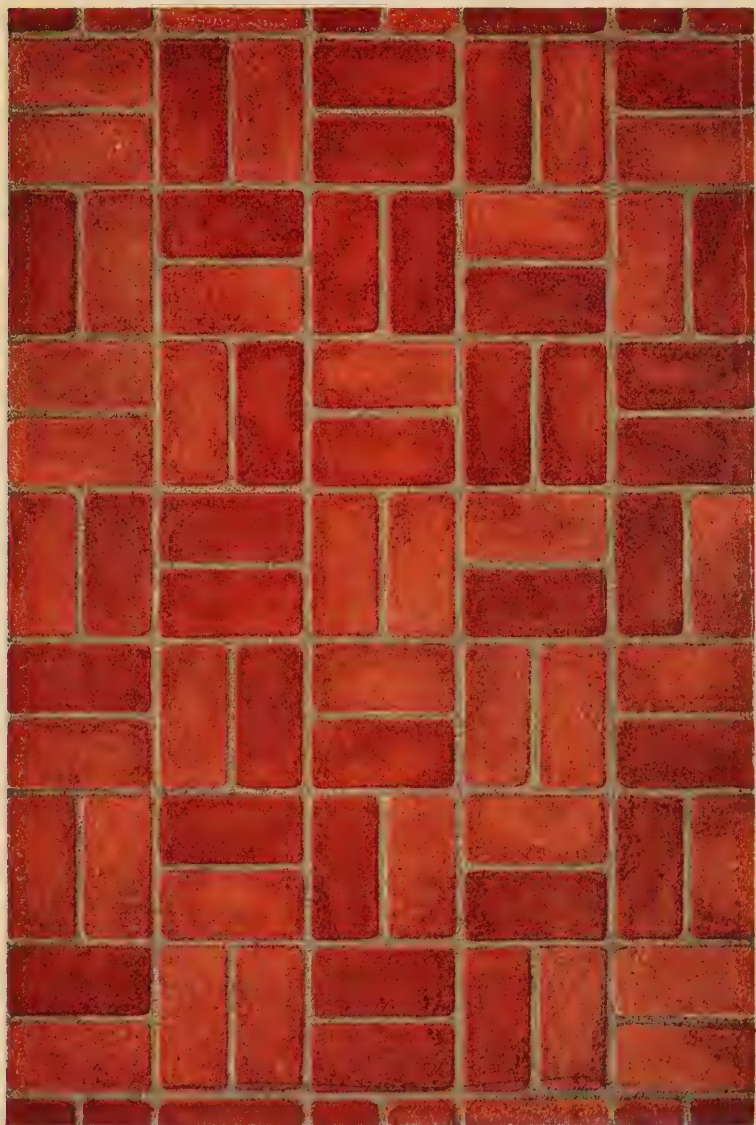


No. 6252 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—**AMOMBGY**

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No. 6253 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMELI



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No. 6260 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMOLWIP

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No. 6271 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMFOR

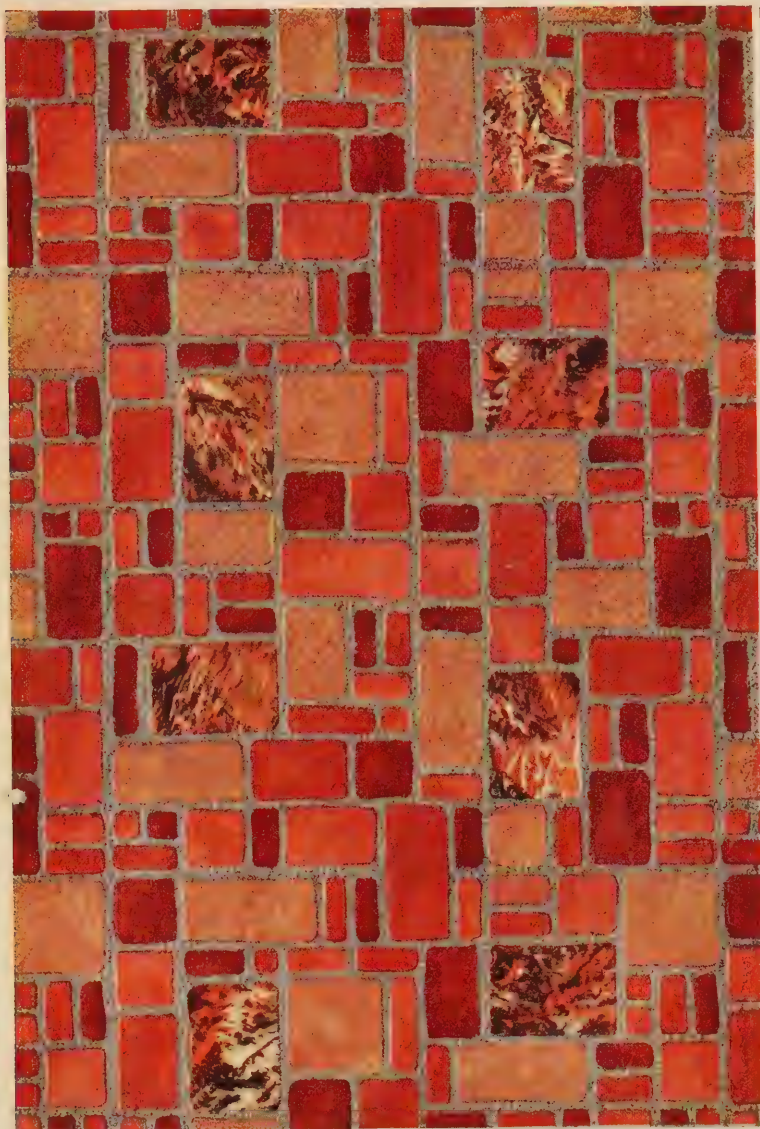


No. 6280 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMPFU

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No. 6290 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMEOH



No. 6291 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMEPE

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No. 6293 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMAOG



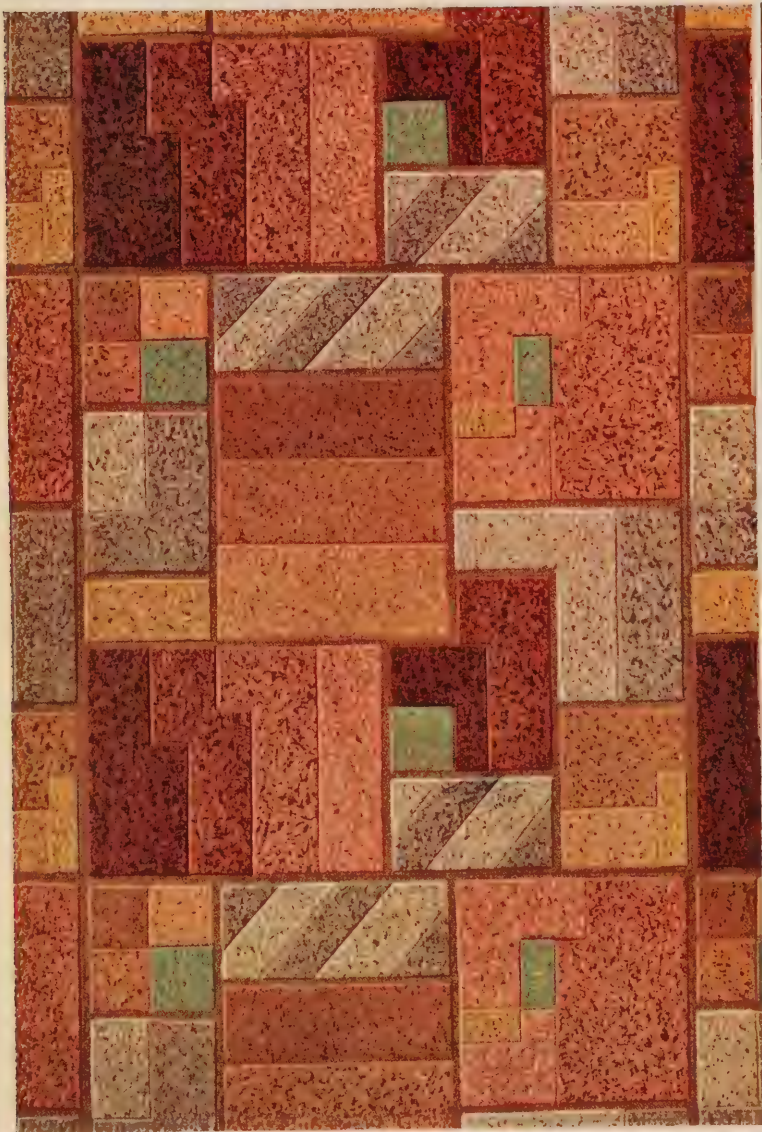
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No. 6300 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMJAW

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No. 6310 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMJEZ



No. 6320 Embossed Inlaid—Heavy ($\frac{1}{8}$ " Gauge
 (Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AMAPP

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No. 16003 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
 (Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—TEOCFIL



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In a few hours, almost any bathroom can be made as attractive as the one shown in this natural color photograph. The floor is Armstrong's Marble Inlaid No. 247. The wainscoting is Armstrong's Linowall No. 721.

HEAVY GAUGE STRAIGHT LINE INLAIDS MAKE EXCELLENT FLOORS

BECAUSE of the exceptional durability of Armstrong's Heavy Straight Line this material is widely used for commercial floors and for the better type of residential installations. It is the natural choice for build-

ings where traffic is severe, as well as for all places where high quality and durability are valued. With but one exception all patterns in this group are of the marbleized type, arranged in interesting tile or block designs.

MANY POPULAR EFFECTS

Black and Whites—One of the most popular features of this line is the large number of black and white colorings which, because of their dignified character and inherent suitability, are so widely used for commercial floors. Black and white marble effects are also considered smart in homes. Black and white are used in 246, 356, 411, 620, 630, 640, and 13020.

Plaid Effect—One design that has met with great success in the Hand-made Marble line combines three differently colored marble blocks to give a plaid effect to the pattern. This season the plaid effect has been made available in Heavy Straight Line with the addition of 640 and 641. A black and white coloring is offered in 640, while 641 is in green marble tones ranging from a green-ivory to a verd-antique. Both are suitable for a wide range of business and residential installations. Persons desiring a floor of definitely different character will find these patterns particularly helpful.

Allover Marble Blocks—Another favorite in straight line design is the allover single-color effect in marbleized blocks. This is a variation of Marbelle that is often considered more interesting because of the added design

quality. The allover marble block pattern is available in several colors: Walnut, 590; Black, 591; Red-brown, 592; and White, 13131. Because of the subtlety of the design and the popularity of these colorings the allover marble patterns are widely used for both residential and commercial installations.

Marble Blocks in Jig Saw Designs—In recent years the jig saw design has become highly popular. Much of its popularity is due to its adaptability to both large and small floor areas. On large floors the repeat of the design is accentuated, which has the effect of increasing the scale of the design; in small rooms the large repeat is not so noticeable and the appearance is a pleasing allover effect. In small, irregularly shaped rooms the jig saw design is especially useful. The jig saw theme is found in 550, 551, 552, 602, 620, 630, 631, and 632.

Checkerboards—Always a favorite is the checkerboard design, consisting of alternating light and dark colored blocks. It is ideal for kitchens and halls in residences; lobbies, offices, and corridors in commercial buildings. The size of block ranges from $4\frac{1}{2}$ inches in some patterns to 9 inches in others. See 246, 247, 411, 415, 13020, and 13021.

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY



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No. 246 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—ASICACH

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No. 247 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—ASDTO



No. 356 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Size of Blocks—about 6" square) 2 yards wide only
Code Word—ASIBLOZ

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No. 411 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks— $4\frac{1}{2}$ " x $4\frac{1}{2}$ ") 2 yards wide only
Code Word—ASATATZ



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No. 415 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks— $4\frac{1}{2}$ " x $4\frac{1}{2}$ " 2 yards wide only
Code Word—ASCYK

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No. 550 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
 (Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASISTS1



No. 551 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASFAX

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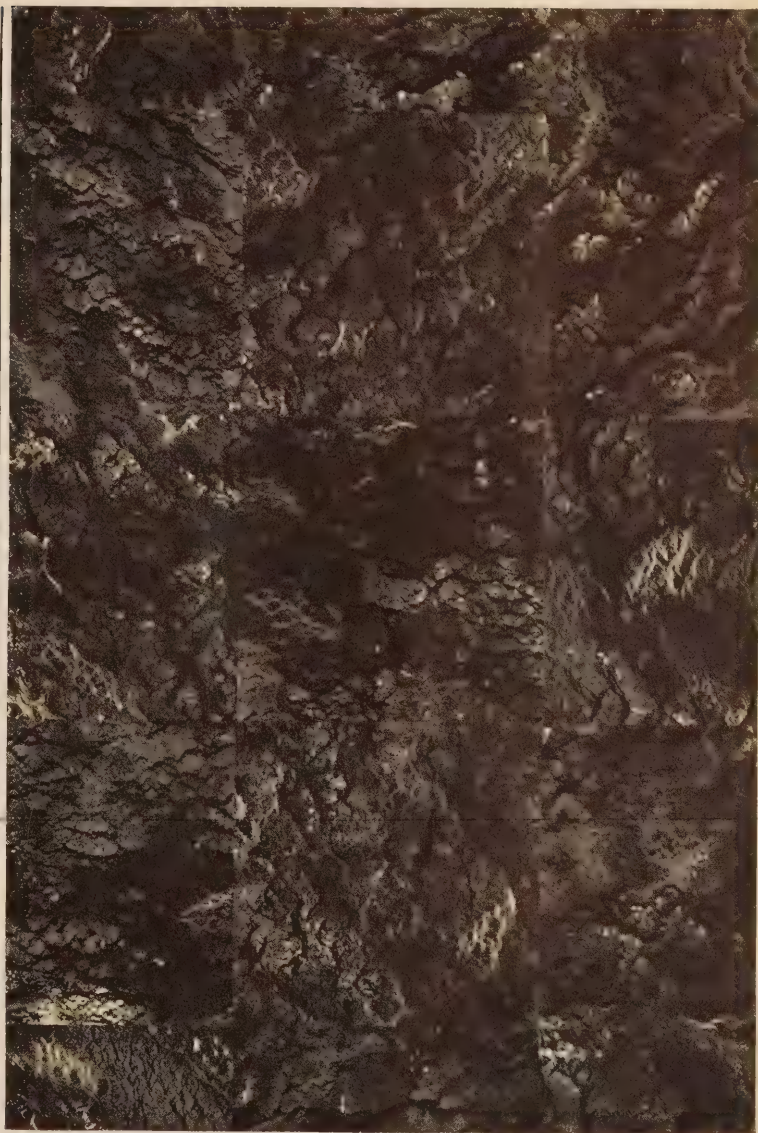


No. 552 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASTWO



No. 590 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—ASOLVAR

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No. 591 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—ASVIZ



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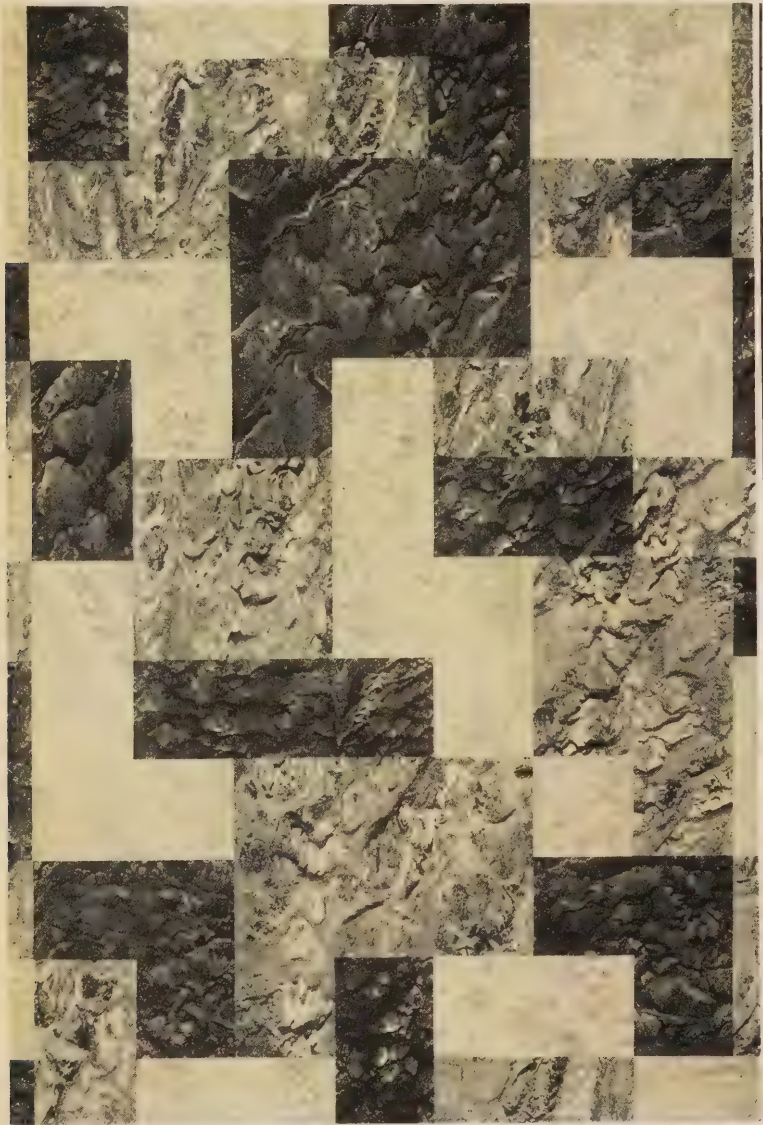
No. 592 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—ASVOJ

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No. 602 Straight Line Inlaid—Heavy ($\frac{1}{8}$ ") Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASTUC

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No. 620 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASKAT

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No. 630 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASKEY



No. 631 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASKIJ

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No. 632 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—ASKLO



No. 640 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—ASVUC

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No. 641 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—ASWEV



No. 650 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Size of Blocks—12" x 18") 2 yards wide only
Code Word—ASWIB

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY

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No. 13020 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DAIBULV

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—HEAVY

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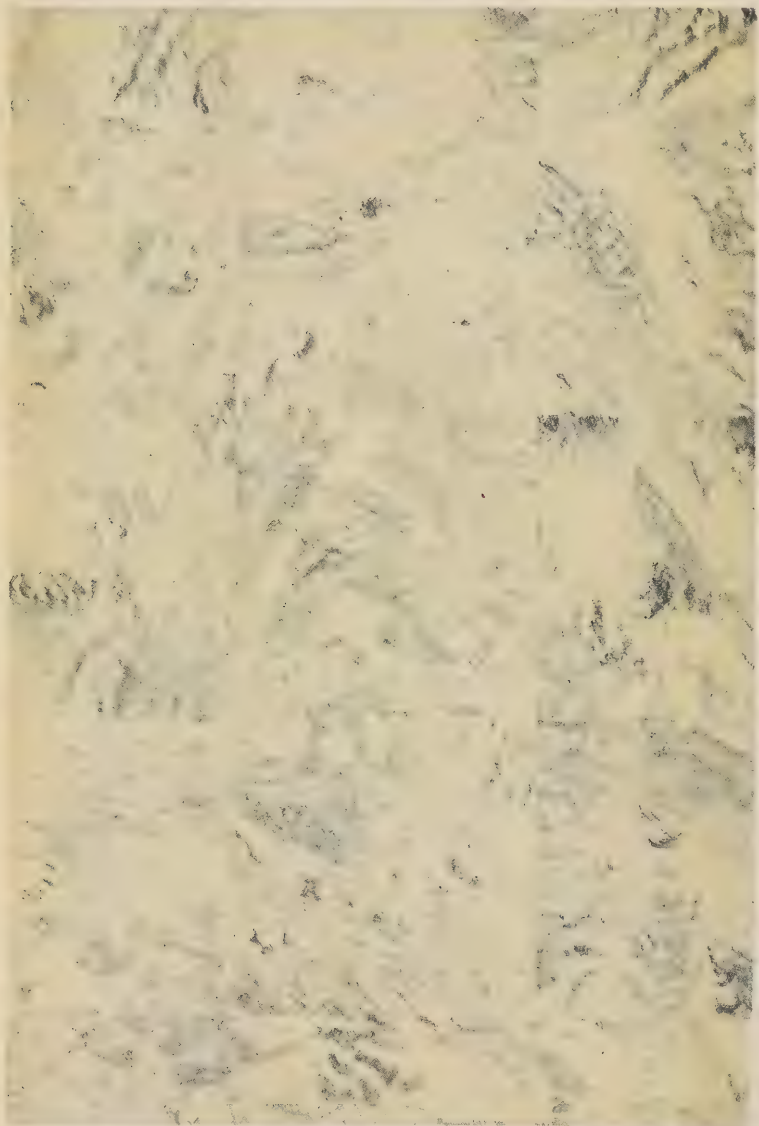


No. 13021 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DAIBUNC

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No. 13022 Straight Line Inlaid—Heavy ($\frac{1}{4}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—ASWOC



No. 13131 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DAIRPJU

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Here's a study that does double duty. A portable sewing machine and a few simple changes transform the study into a charming sewing room. The floor is Armstrong's Embossed Inlaid No. 6240. Walls are antique Knotty Pine Linowall No. 900.

EXCEPTIONAL CHARM AND DURABILITY COMBINED IN MEDIUM EMBOSSED

PERSONS who desire a heavy and long-wearing material at moderate cost will find Armstrong's Medium Embossed ideally suited for residential floors. The designs in this gauge are particularly striking and the colors are bright and cheery. Many patterns are especially

suitable for all the rooms in the house—for living-room, dining-room, and sun parlor, as well as for kitchen and bathroom.

Medium Embossed is also used for commercial floors. It is quite popular for smaller shops and offices where traffic does not demand Heavy Gauge.

INCLUDES NEW NOTES IN DESIGN AND COLORING

Bright Clear-tone Colors—Always a popular coloring in Embossed because of its cheery warmth and close approximation of antique tile floors, red is found in profusion in Medium Embossed. Several of the most popular patterns in this coloring include 3290, a good all-purpose flooring; 3341, a brand-new irregular tile design in a red and cream combination; and 3350, a shaded red tile, not only good for residential use but also extremely popular as a display floor in many stores.

In the tan range are popular patterns such as 3270, 3320, and 3330. The coloring of 3320 is especially worthy of notice with its shaded tiles inspired by sandstone and accented with diamond shaped marble blocks. In 3330, bright, creamy yellows and rusts make this tile pattern a favorite, especially for rooms that do not get much sunlight.

Greens are also popular in this line, two patterns, 3280 and 3292, being close-harmony colorings, while 3342 offers a new green and tan combination with sharp contrasts of black tiles mottled with other colors.

There are two wood-brown colorings, 3281, a close-harmony tile pattern with

large blocks of brown marble; and 3331, a brown and tan pattern with accents of rust at regular intervals.

A new coloring in Medium Embossed is a black and white, 3340. This is a pattern in which the tiles of black, gray, and white are relieved by gold interliners and large marbled blocks.

Distinctive Designs—Because of their close resemblance to Old World tile floors the appeal of many Medium Embossed patterns lies in their tile designs. Patterns inspired by tiles are 3270, 3280, 3281, 3290, 3291, 3292, 3330, 3331, 3340, 3341, 3342, and 3350.

Many of the tile patterns are accented by marble block insets which add a touch of variety to the design. This effect is found in 3270, 3280, 3281, 3320, 3340, 3341, and 3342.

Some patterns in this line are particularly designed for both large and small areas. In 3320 the diamond-shaped marble insets, spotted every nine inches, act as accents when the pattern is used on small floors. Shown in a larger area, however, the diamond insets introduce a secondary design, especially suitable for large floors. This basic idea is also used in 3330 and 3331.

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No. 3270 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEPVO



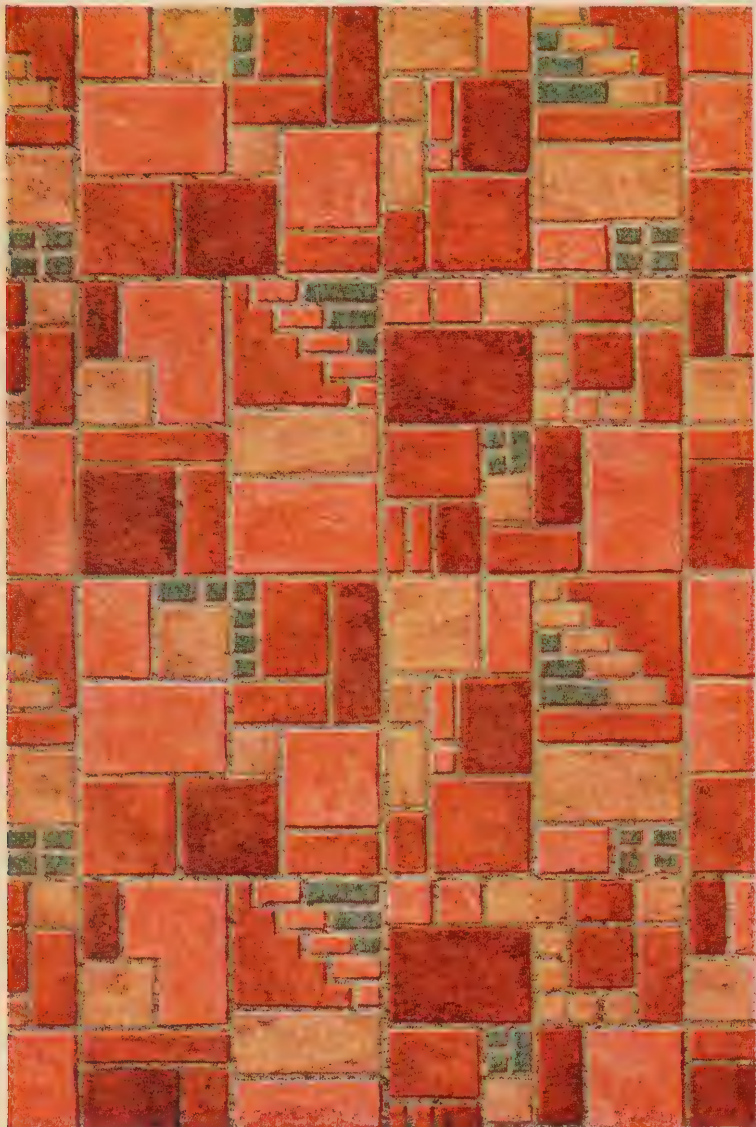
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No. 3280 Embossed Inlaid—Medium Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—BEPXI

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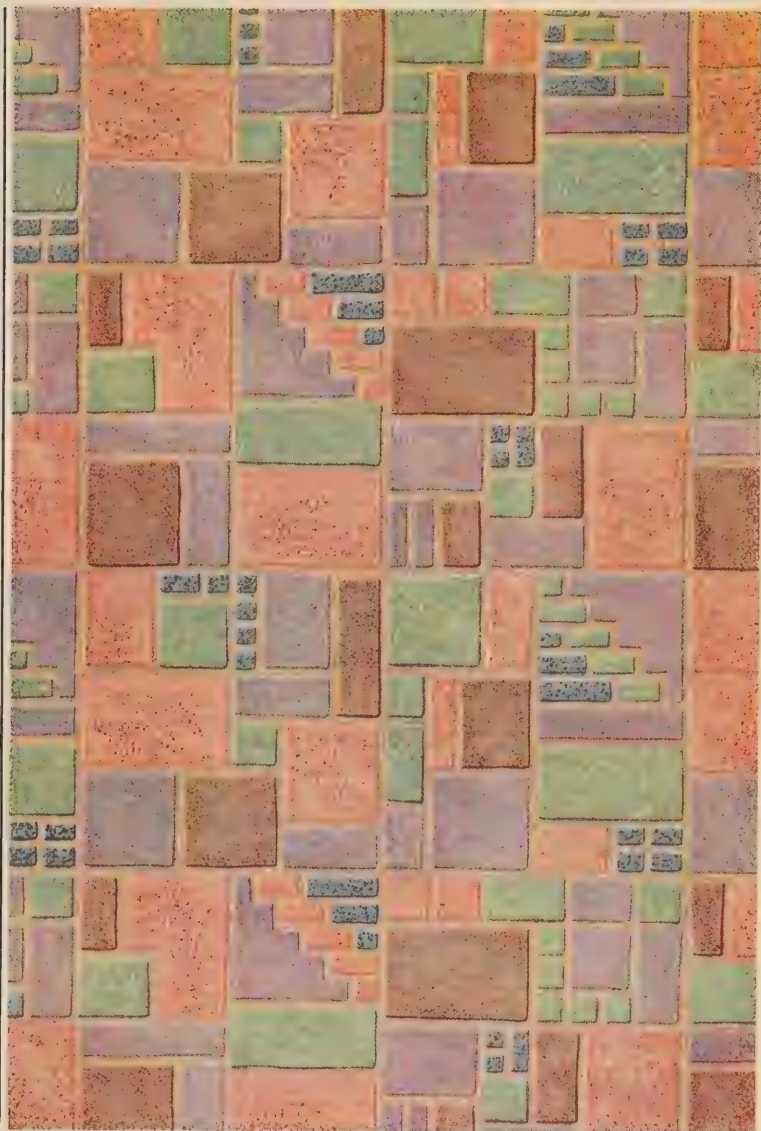
No. 3281 Embossed Inlaid—Medium Gauge'
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEPYF



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No. 3290 Embossed Inlaid—Medium Gauge
(Plate shows approx. $1/5$ scale) 2 yards wide only
Code Word—BERAL

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No. 3291 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEREN

ARMSTRONG'S EMBOSSED INLAID LINOLEUM—MEDIUM



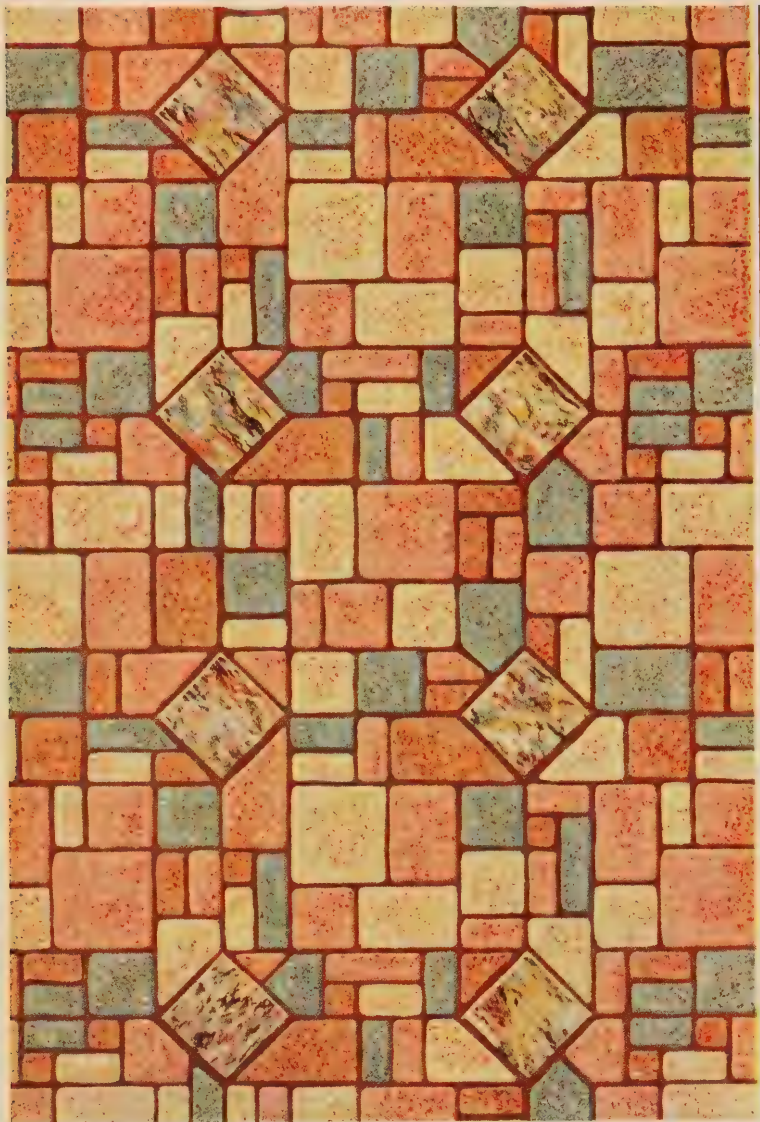
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No. 3292 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEEMP

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No. 3302 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEFEX



No. 3320 Embossed Inlaid—Medium Gauge
(Plate shows approx. $1/5$ scale) 2 yards wide only
Code Word—BEJIX

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No. 3330 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEJOV



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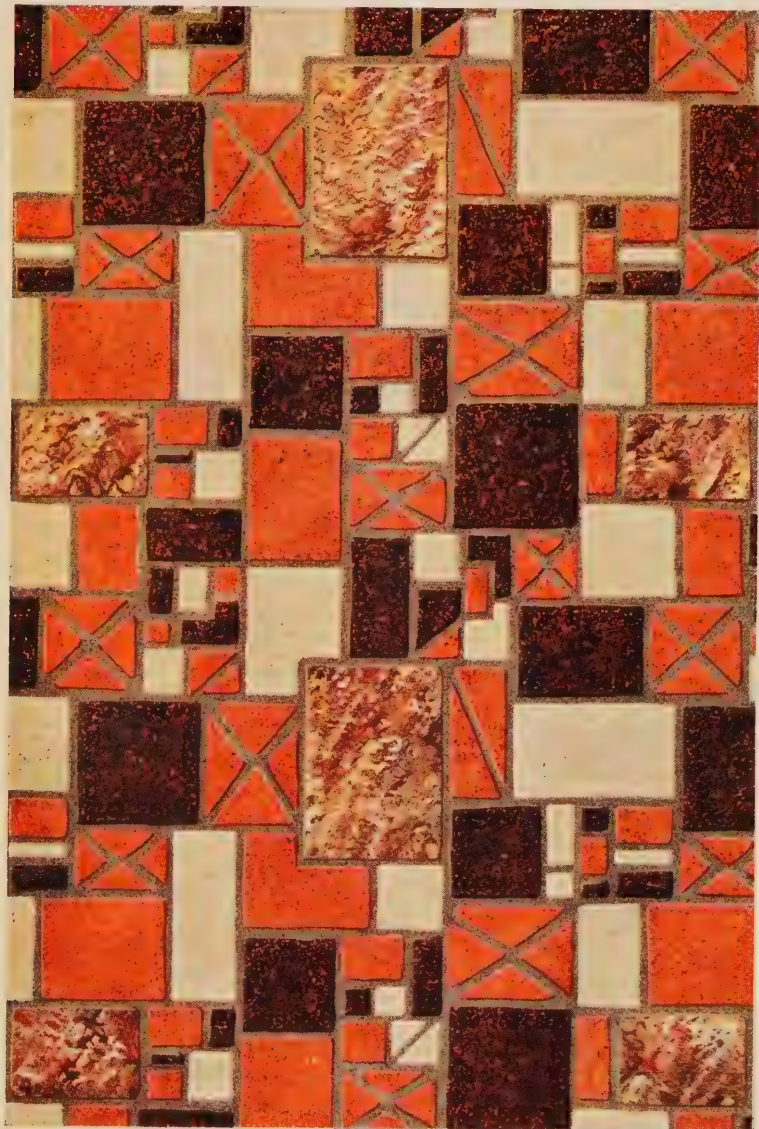
No. 3331 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEJUL

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No. 3340 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEUFS

ARMSTRONG'S EMBOSSED INLAID LINOLEUM—MEDIUM



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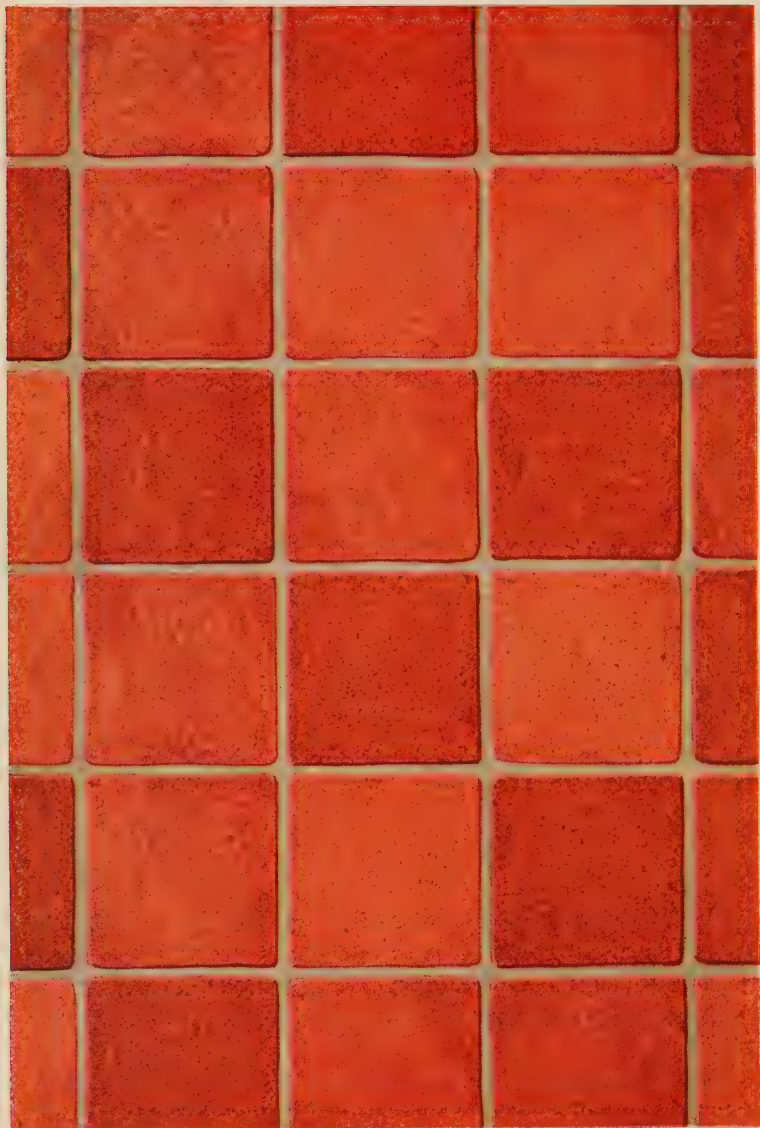
No. 3341 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEUIK

ARMSTRONG'S EMBOSSED INLAID LINOLEUM—MEDIUM

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No. 3342 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEUJO



No. 3350 Embossed Inlaid—Medium Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—BEAWY

MEDIUM GAUGE STRAIGHT LINE FEATURES NEW OVERLAY EFFECT AND HERRINGBONES

MEETING the need for beautiful and durable In-laid Linoleum at reasonable prices, Armstrong's Medium Gauge Straight Line appeals instantly to the discriminating middle-class customer who forms so large a part of today's market. In addition, the thickness of

Medium Gauge ($\frac{3}{32}$ in.) makes it suitable for many commercial installations where traffic is not too heavy.

Of the seventeen patterns in Armstrong's 1936 Line, five are new. All the rest are designs whose wide popularity is emphasized by a consistent record of sales.

NEW COLOR AND DESIGN IDEAS

New Overlay Effect—An unusual overlay treatment is the outstanding feature of the new 14250 and 14251. In these striking patterns, narrow overlays of two solid colors criss-cross to form small squares over handsome jig saw designs in soft colors. In 14250, the overlays are solid red and solid black over a field of soft maize and green. In 14251, the field is gold and brown with overlays in green and burnt umber. For rooms of modern feeling, these patterns should have wide appeal.

For Many Uses—Because linoleum is becoming increasingly popular in dining-rooms, bedrooms, and living-rooms, several large-scale patterns suitable for these rooms are prominent in this line; although they are equally suitable for small rooms. For example, excellent for more formal interiors are the new 14241 of black, gray, and ivory marble blocks in a striking design in the brand-new herringbone treatment; and the new 14242, which subtly blends coral, gold, and green marble blocks in the same new herringbone design. The ever-popular 14011, with 6-inch squares of black and ivory, also lends itself to this type of floor.

Where more color is desired in large-scale patterns, the new 14240—another of the distinctive new herringbone designs—in gold, ivory, maize, and brown, and 14160 in onyx, mother-of-pearl, and sea green will find favor.

Jig Saw Patterns—Jig saw design is found in great variety and many interesting color effects in this line. Widely usable for many types of installations are three excellent jig saw patterns: 14180 in marble blocks of gold, oyster gray, and brown; 14181, a rich effect in cream, rust red, and brown; and the popular 14182 in foam green marble blocks contrasted with ivory and salmon. Of the smaller designs, the black, white, and gray 14222 is the most conservative; and the sunny 14230 in light sienna, travertine, and brown, the most cheerful. Other attractive colorings in this type are 14220, 14221, 14223, and 14231.

Borders—Because Medium Gauge Straight Line has the beauty and durability essential in a permanent floor, it is being used in more and more homes with interesting borders of Armstrong's Medium Gauge Plain, Jaspé, or Marble patterns.

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



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No. 14011 Straight Line Inlaid—Medium Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—DBIBYKO

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No. 14160 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBISUME



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No. 14180 Straight Line Inlaid—Medium Gauge
(Plate shows approx. $1/5$ scale) 2 yards wide only
Code Word—DBFEV

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

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No. 14181 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBUGU



No. 14182 Straight Line Inlaid—Medium Gauge
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Code Word—DBUED

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No. 14190 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBUCO

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



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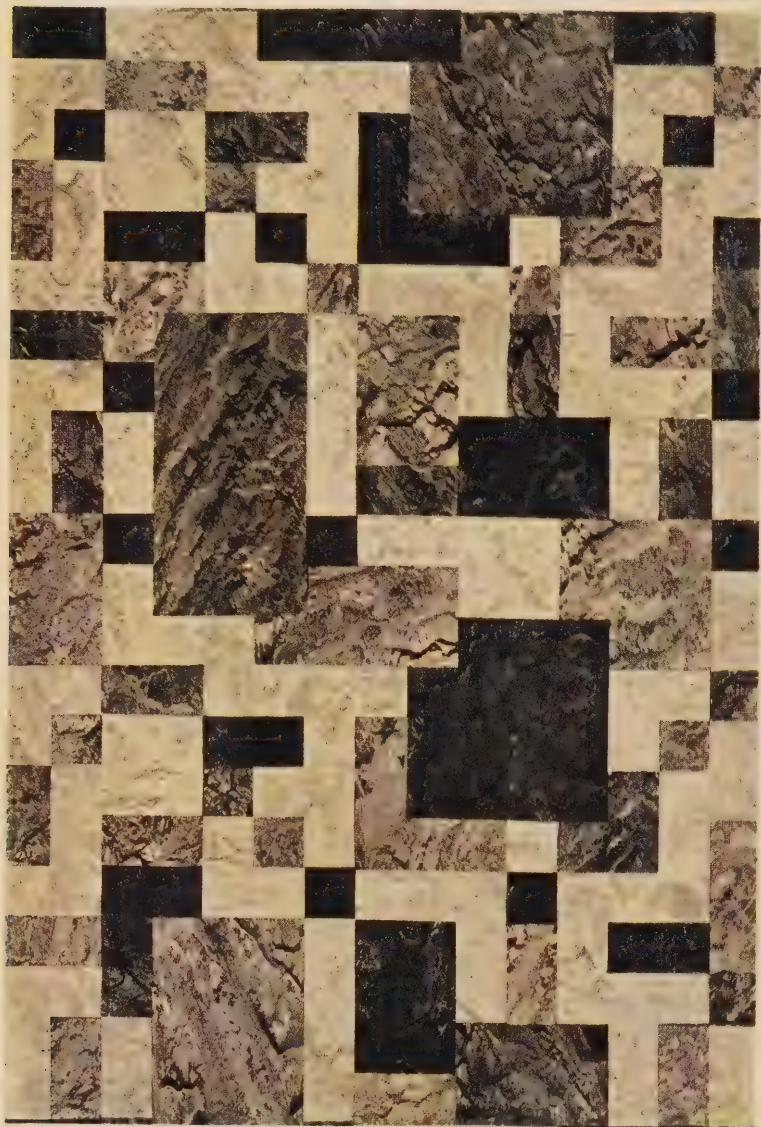
No. 14220 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBKNI

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No. 14221 Straight Line Inlaid—Medium Gauge
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Code Word—DBHOX

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



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No. 14222 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBHUZ

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

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No. 14223 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBHYB



No. 14230 Straight Line Inlaid—Medium Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—DBIAM

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No. 14231 Straight Line Inlaid—Medium Gauge
(Plate shows approx. $1\frac{1}{5}$ scale) 2 yards wide only
Code Word—DBIBU



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No. 14240 Straight Line Inlaid—Medium Gauge
(Size of Blocks—4 1/8" x 9") 2 yards wide only
Code Word—DBWUP

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM

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No. 14241 Straight Line Inlaid—Medium Gauge
(Size of Blocks— $4\frac{1}{2}$ " x 9") 2 yards wide only
Code Word—DBXAD

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No. 14242 Straight Line Inlaid—Medium Gauge
(Size of Blocks—4 1/2" x 9") 2 yards wide only
Code Word—DBXEC

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No. 14250 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBXOV

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—MEDIUM



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No. 14251 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBXUS

STANDARD GAUGE OF EMBOSSED INLAID IS BECOMING INCREASINGLY POPULAR

WITH beauty that matches that of the heavier gauges of Embossed Inlaid, and durability that is sufficient for the service requirements of most homes, Armstrong's Standard Gauge Embossed Line is con-

stantly increasing in popularity. Available at a lower price than the Medium and Heavy Gauges, the twenty-two patterns in this line have the unique advantages that make Embossed Inlaid Lino-leum a truly distinctive floor.

NEW IDEAS THAT GIVE ADDED CHARM

New Overlay Design—Two new patterns employ this brand-new design which provides two patterns in one. In 5460 one-inch black, white, and gray tiles are given warmth by the added accents of red, gold, and green in the overlay design. A close-harmony coloring of rusts and soft browns is given added interest in 5461 by touches of gold, dark brown, blue, and green in the secondary pattern.

Fashionable Plaids—Three new patterns are in line with the strong fashion preference for plaids. The popular black, white, and gray coloring is found in 5470, with a brilliant cross plaid of vermilion, plus strong accents of gold and green. In 5471 the background color is a new shade of dark heathertone blue with a rust-colored cross plaid interlaced with light gray and accented with yellow and brown. In the tan-rust-brown range, 5472 has accents of green and yellow.

Massed Color Effects—Very dark rust-black tiles are contrasted against white and green tiles in 5410. Other small tile patterns that have strong design effects are 5411, with coloring of blue, gray, and ivory; 5412 with a close-harmony of many different shades of green; and 5430, with sand-

stone against light cerulean blue.

Herringbone Designs—In 5450, a new herringbone pattern, a field of various shades of red is combined with groupings of small brown tiles. Of the same design, 5451 has a field of green and tan, with small tiles in subdued tones of lavender and rust.

Jig Saw Patterns—Variations of this theme are presented in 5400, which uses a range of shaded red tiles against a deep burnt-clay brown, and in 5401, in which a brilliant shaded rust accents a background of very light green and golden yellow.

Other Unusual Designs—The ever popular random tile design is found in 5350, with a coloring of various shades of green. The same design is offered in 5351, with tones of blue, rose, gold, and green, and in 5352, in which red tiles are accented with tan and brown. A popular basic tile design is coupled with the new red-cream-black coloring in 5413, a new pattern.

Another new pattern, 5442, offers the popular design of 5440 and 5441 in a coloring of green, ivory, and sand gray. A mosaic in shades of yellow, brown, red, and blue is found in 5440. Artful use is made of black and white and various shades of gray in 5441.



No wonder boys like a room like this with its gay, built-in Swedish bed and a floor that never tells tales on a fellow! And mothers find that floors of Armstrong's Linoleum save hours of housework. The pattern is Armstrong's Embossed Inlaid, No. 5440.

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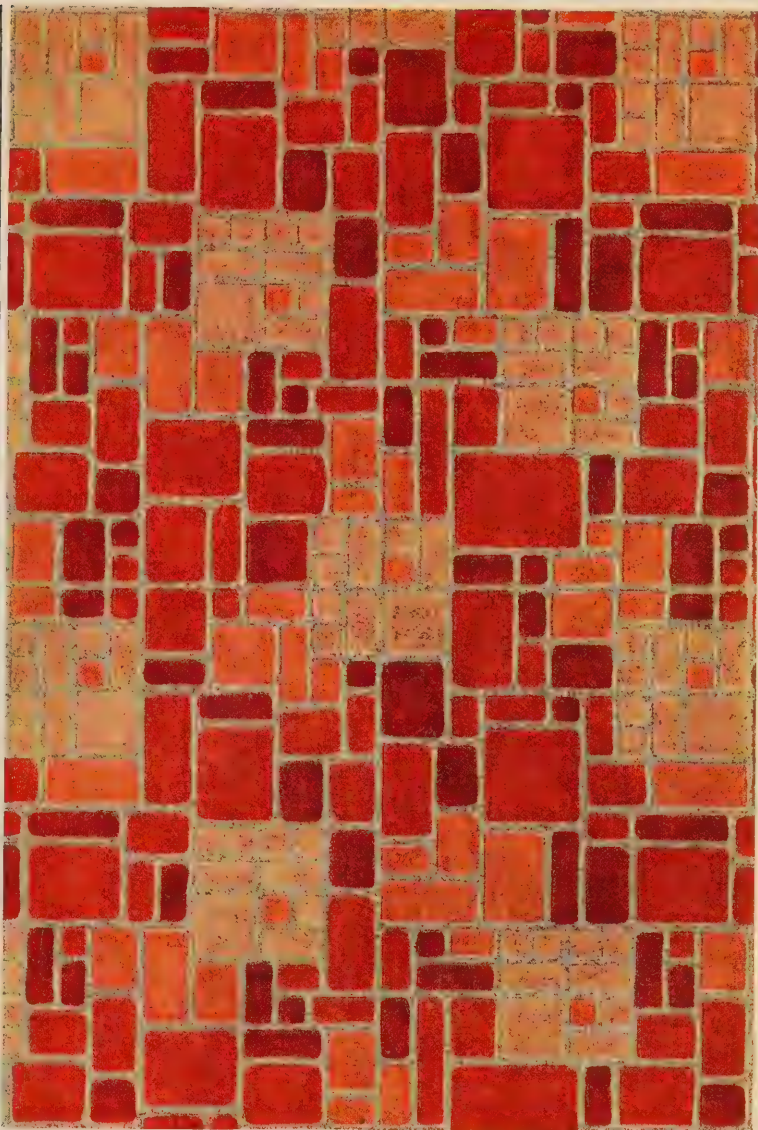
No. 5350 Embossed Inlaid—Standard Gauge
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Code Word—AIOMBJU



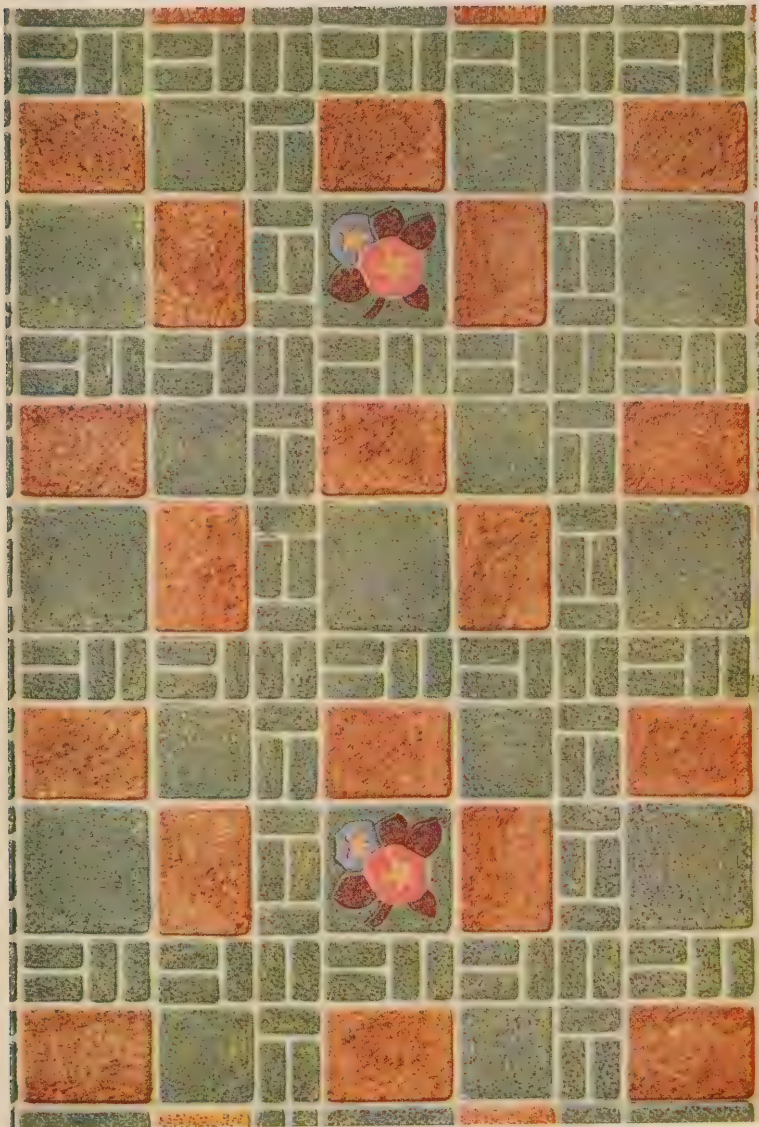
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No. 5351 Embossed Inlaid—Standard Gauge
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Code Word—AIOMBKE

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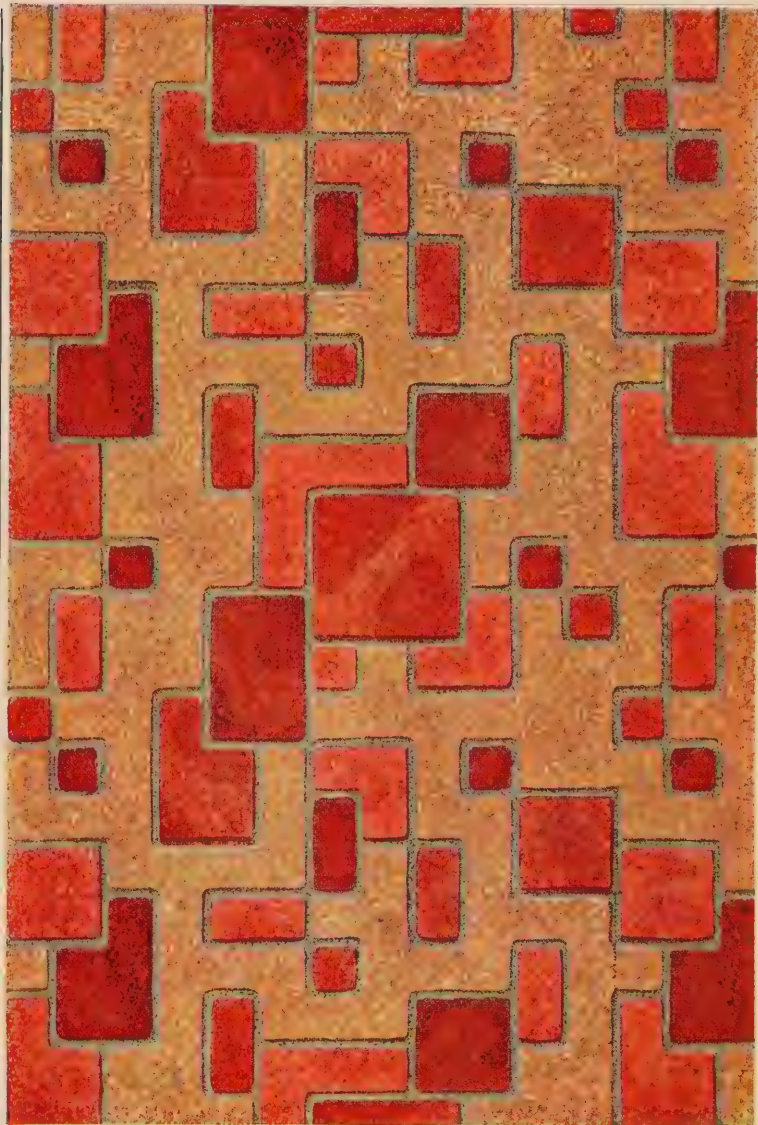


No. 5352 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIOMBMA



No. 5360 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIRUZ

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No. 5400 Embossed Inlaid—Standard Gauge
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Code Word—AIEUG



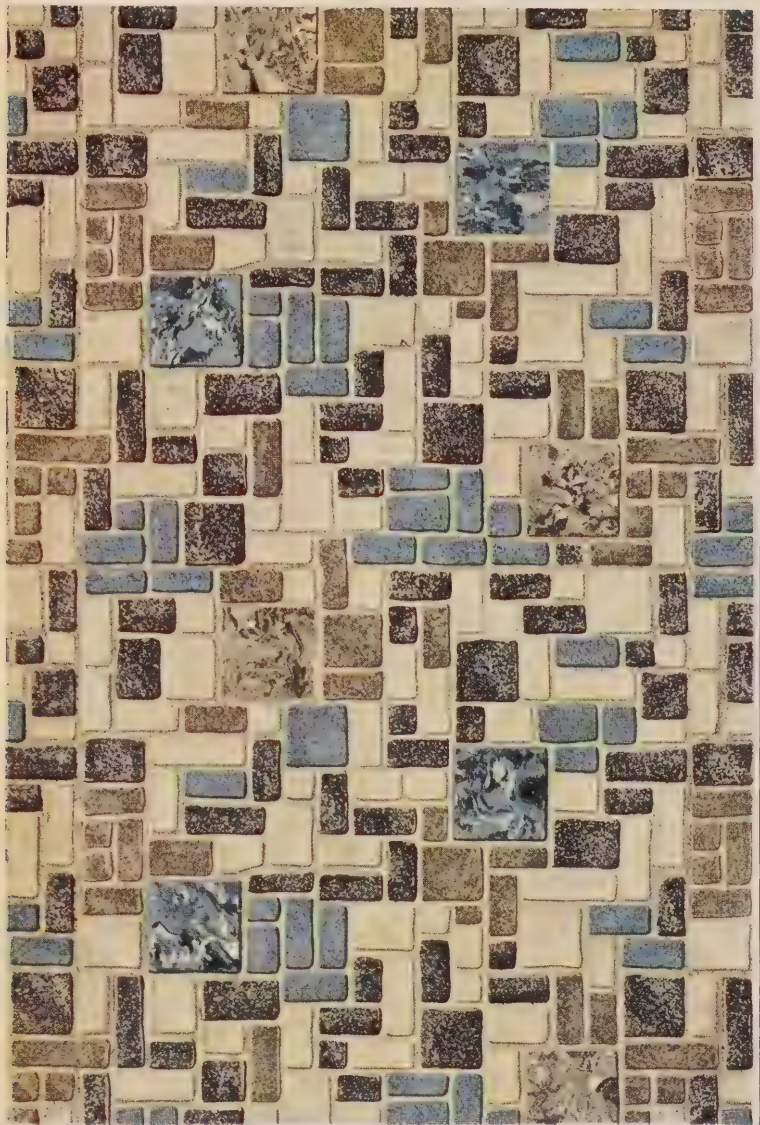
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No. 5401 Embossed Inlaid—Standard Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AIEVS

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No. 5410 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEWD



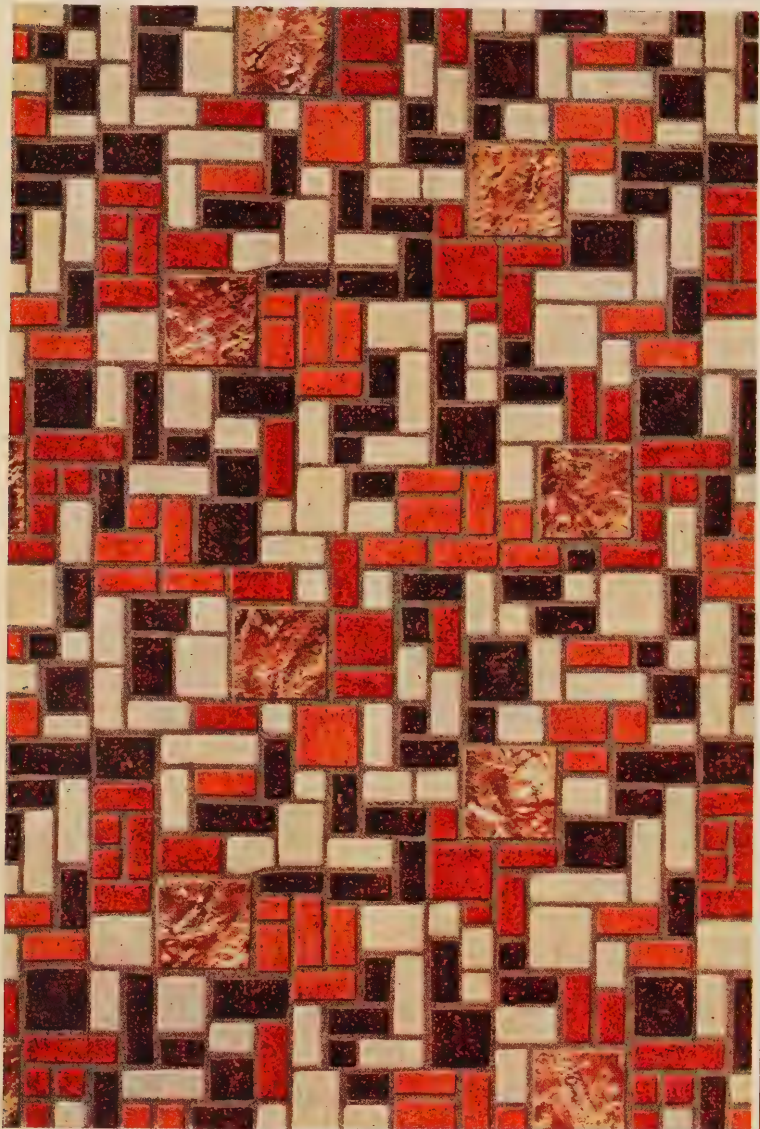
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No. 5411 Embossed Inlaid—Standard Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AIEYR

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No. 5412 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIKEP

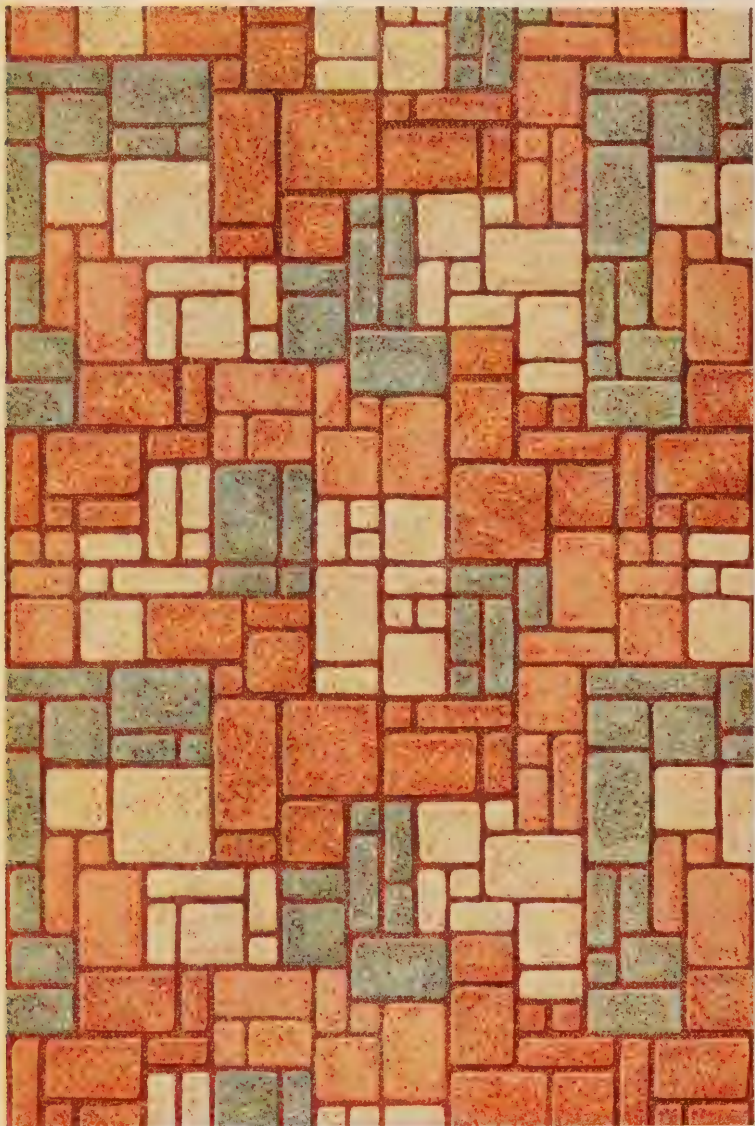


No. 5413 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIUKT

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No. 5420 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFAV

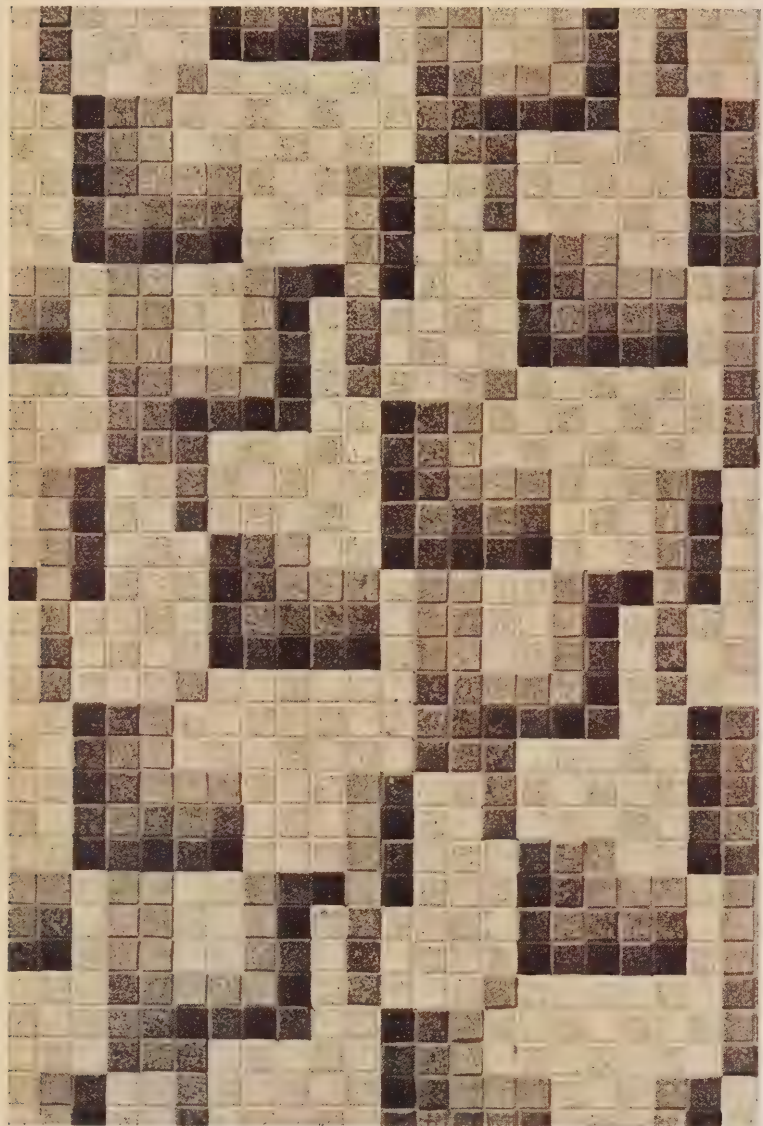


No. 5430 Embossed Inlaid—Standard Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AIFIC

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No. 5440 Embossed Inlaid—Standard Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AIFKU



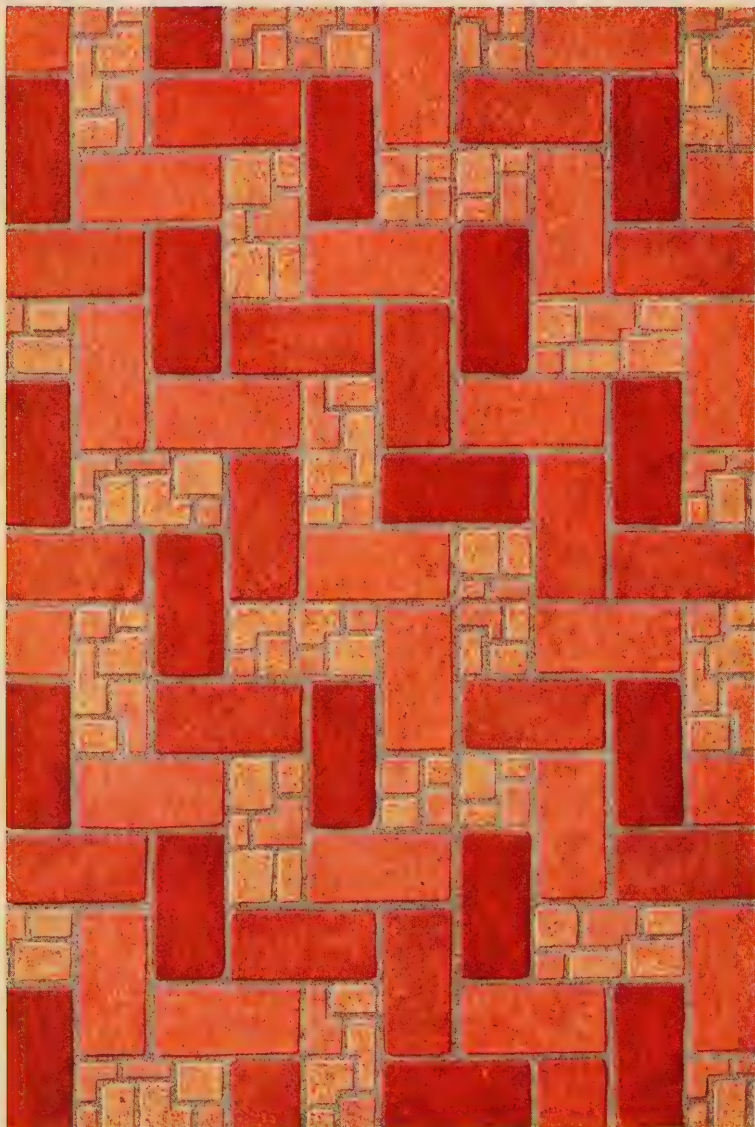
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No. 5441 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFOB

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No. 5442 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIULU



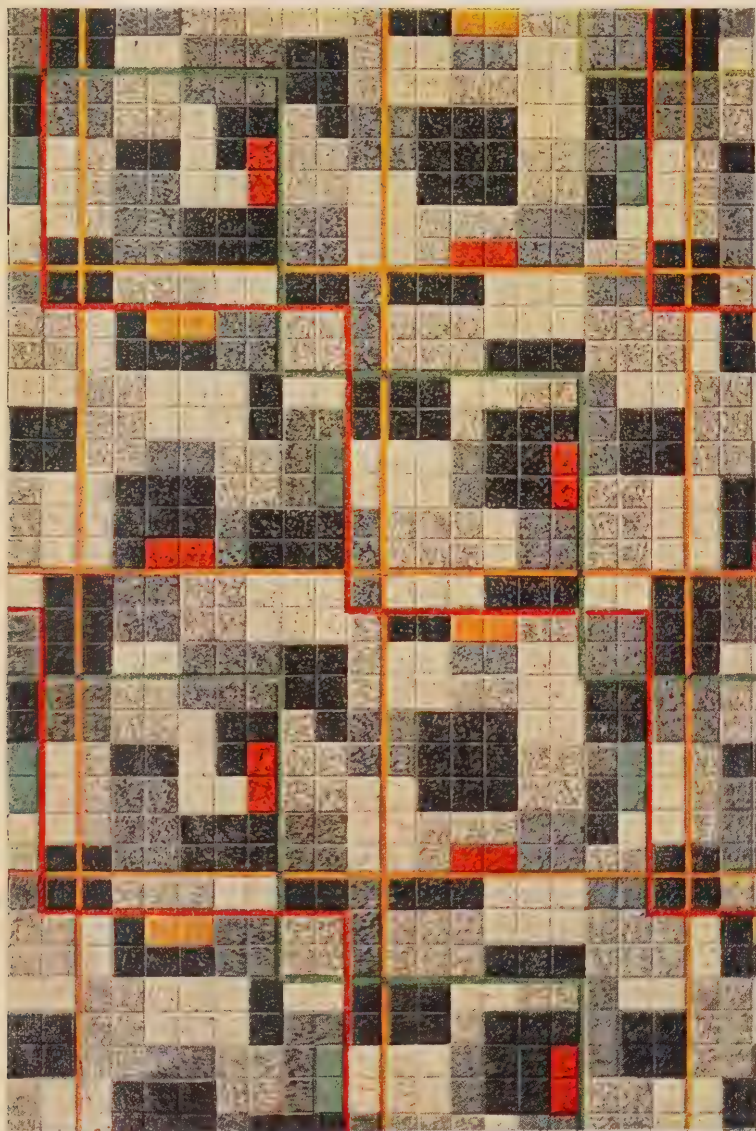
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No. 5450 Embossed Inlaid—Standard Gauge
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—AIBAM

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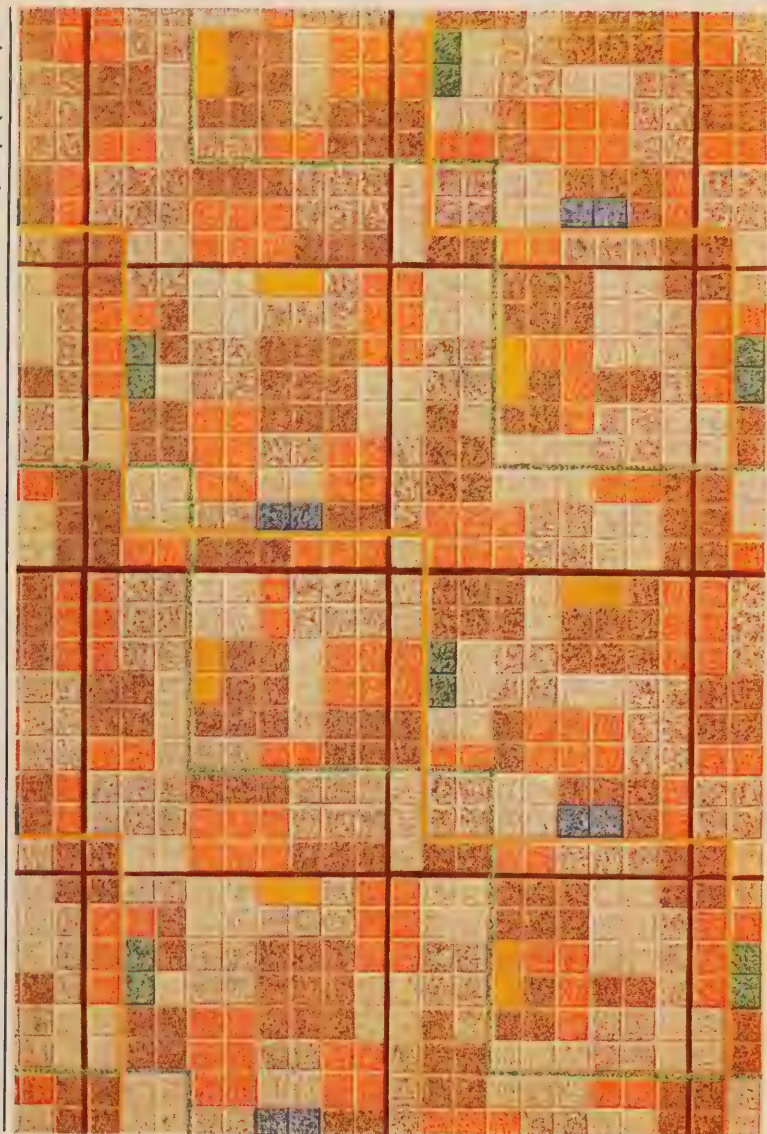


No. 5451 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIBED



No. 5460 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIUME

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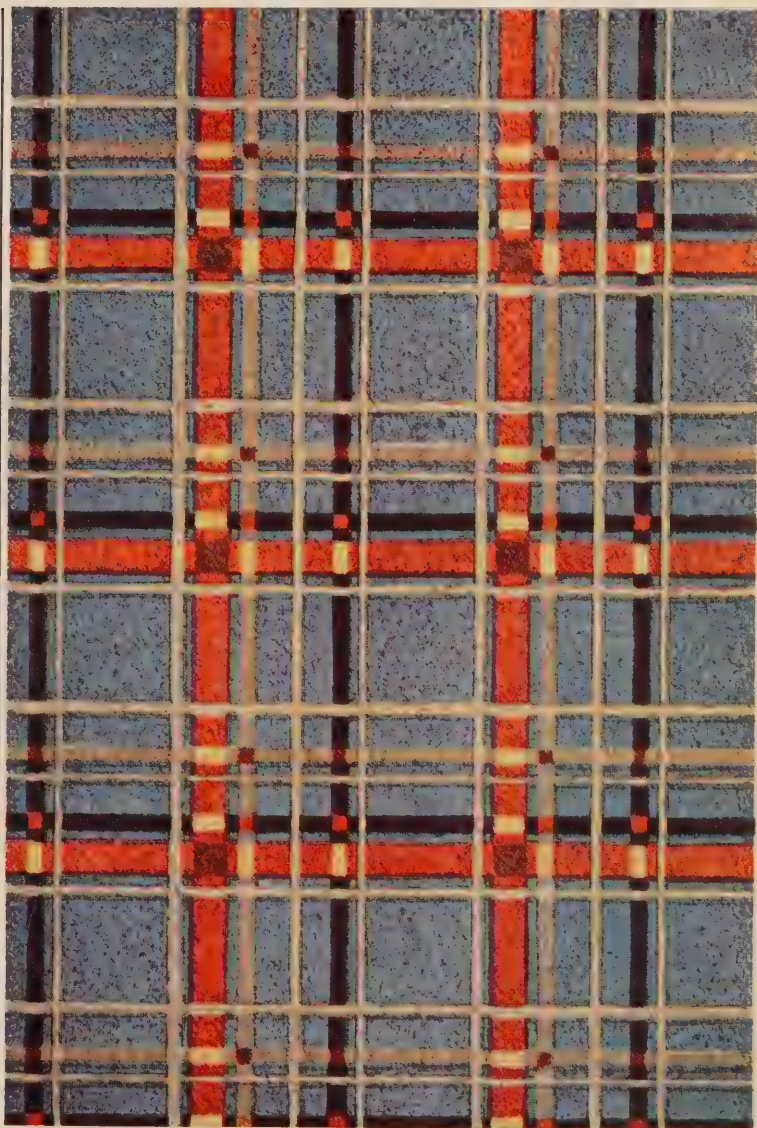


No. 5461 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIUNY



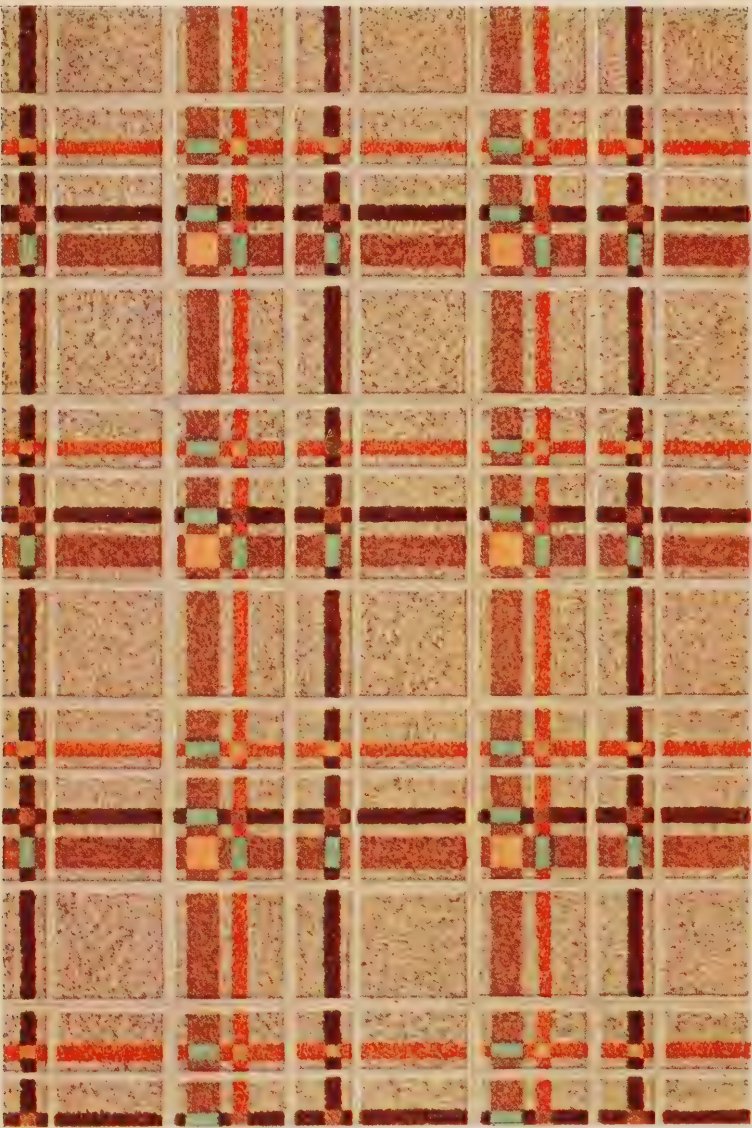
No. 5470 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIUOF

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No. 5471 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIUPI

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No. 5472 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIURP

STANDARD STRAIGHT LINE PROVIDES BEAUTY, DURABILITY, AND ECONOMY

THRIFTY customers will recognize that Standard Gauge Straight Line, the lowest priced Armstrong's Inlaid Linoleum, combines exceptional beauty with durability and economy. Its reasonable cost places it within reach of those who have been buying the best grades of

Printed Linoleum, yet want a linoleum floor with colors that go all the way through to the back. Beauty, too, is present in full measure. Eleven outstanding new patterns have been added to the 1936 line, providing new tools for greater sales in the volume market.

OUTSTANDING SALES ADVANTAGES

Wide Range of Patterns—Thirty-three patterns are presented in Standard Gauge Straight Line Inlaid Linoleum, the largest assortment in any section of the 1936 Armstrong Line.

Brand-new Herringbone Designs—Four new patterns—0315, 0316, 0317, and 0318—offer a distinctive treatment of the herringbone design with colorings that give them outstanding appeal. Absence of a pronounced pattern makes these designs suitable for any type or shape of room.

Unique Interliner Treatment—An overlay of irregular interliners, presented in two new patterns—0335 and 0336—gives an entirely new effect to basic jig saw designs, producing an interesting secondary pattern.

Allover Marbles—The demand for allover marbles continues unabated. This design is presented in 0382 and 0610, which have the life and sparkle of more definite patterns. Persons who like allover marbles, yet want a suggestion of a pattern, will find a pleasing compromise in 0383 and 0640.

Unusual Jig Saw Patterns—Jig saw designs continue to capture the public fancy. Many colorful variations of this design are offered by 0430, 0431,

0470, 0471, 0472, 0473, 0490, 0491, 0492, 0630, 0632, and 0633. In most of the patterns small scale treatment eliminates noticeable repeats. They look well in a fairly large area, yet can be used successfully in the smallest and most irregular kitchen or bath.

Checkerboard Designs—Always popular for both residential and commercial floors, checkerboard patterns may be used in any type of room. This type of design may be found in 0286, 0287, and 0450. The last is particularly good for small areas.

Beautiful Colorings—Vivid colorings or subdued, close-harmony effects or large contrasting blocks—whatever is sought can be found in this line.

Reds and browns, which still are riding the crest of popular demand, are to be found in 0382, 0430, 0471, 0473, 0490, 0630, 0318, 0335, and 0640.

Greens also continue to be favorites and various shadings of this color are presented in 0287, 0431, 0470, 0481, 0600, 0632, and 0491.

Demand for a modified blue pattern is met by 0315, a new herringbone. Gray and ivory, shaded with blue, predominate. A blue in the popular jig saw design is presented in 0472.

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0286 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$) 2 yards wide only
Code Word—DSICAVU

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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No. 0287 Straight Line Inlaid—Standard Gauge
 (Size of Blocks— $4\frac{1}{8}" \times 4\frac{1}{8}"$) 2 yards wide only
 Code Word—DSISVRE

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0315 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $1\frac{1}{2}'' \times 4\frac{1}{2}''$) 2 yards wide only
Code Word—DSZAZ

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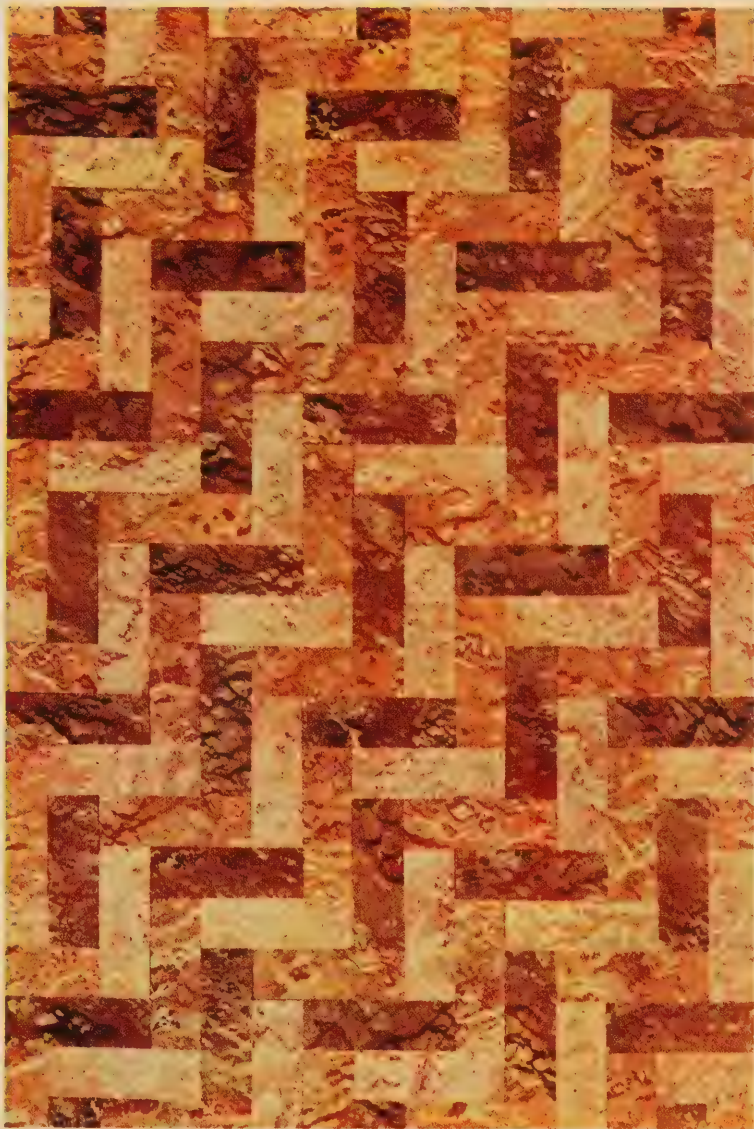
No. 0316 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $1\frac{1}{8}'' \times 4\frac{1}{8}''$) 2 yards wide only
Code Word—DSZEP



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No. 0317 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $1\frac{1}{2}$ " x $4\frac{1}{2}$ ") 2 yards wide only
Code Word—DSZIM

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No. 0318 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $1\frac{1}{2}'' \times 4\frac{1}{2}''$) 2 yards wide only
Code Word—DSZOS

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0325 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZUL

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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No. 0326 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSAAZ

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No. 0335 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSACS

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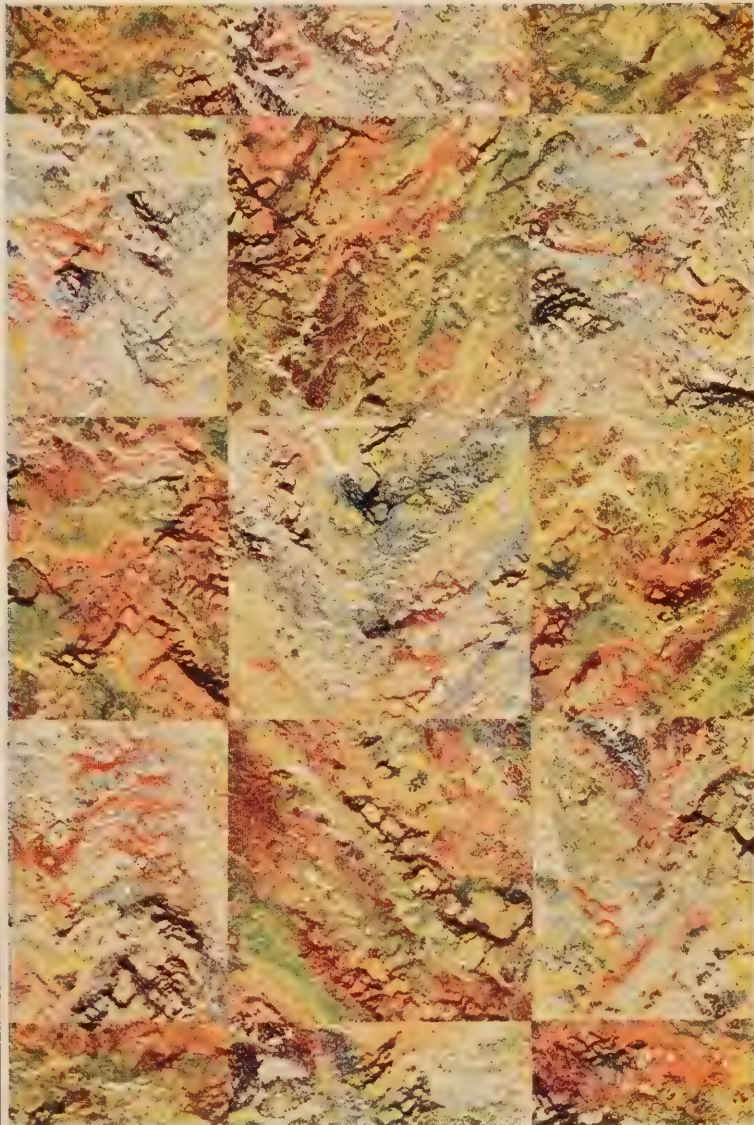
No. 0336 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSADA



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No. 0382 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DSOMAOD

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No. 0383 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DSEJI



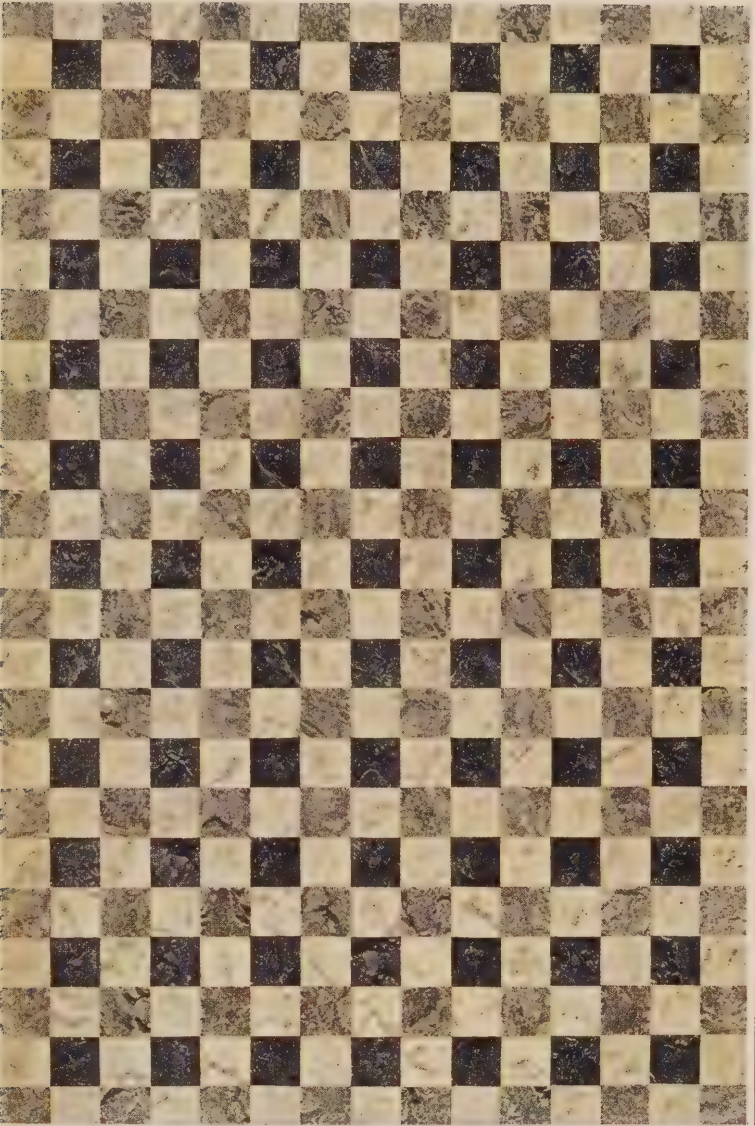
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No. 0430 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSUIM

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No. 0431 Straight Line Inlaid--Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word--DSUJI



No. 0450 Straight Line Inlaid—Standard Gauge
(Size of Blocks— $1\frac{1}{2}'' \times 1\frac{1}{2}''$) 2 yards wide only
Code Word—DSYBI

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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No. 0470 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXIN



No. 0471 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXOC

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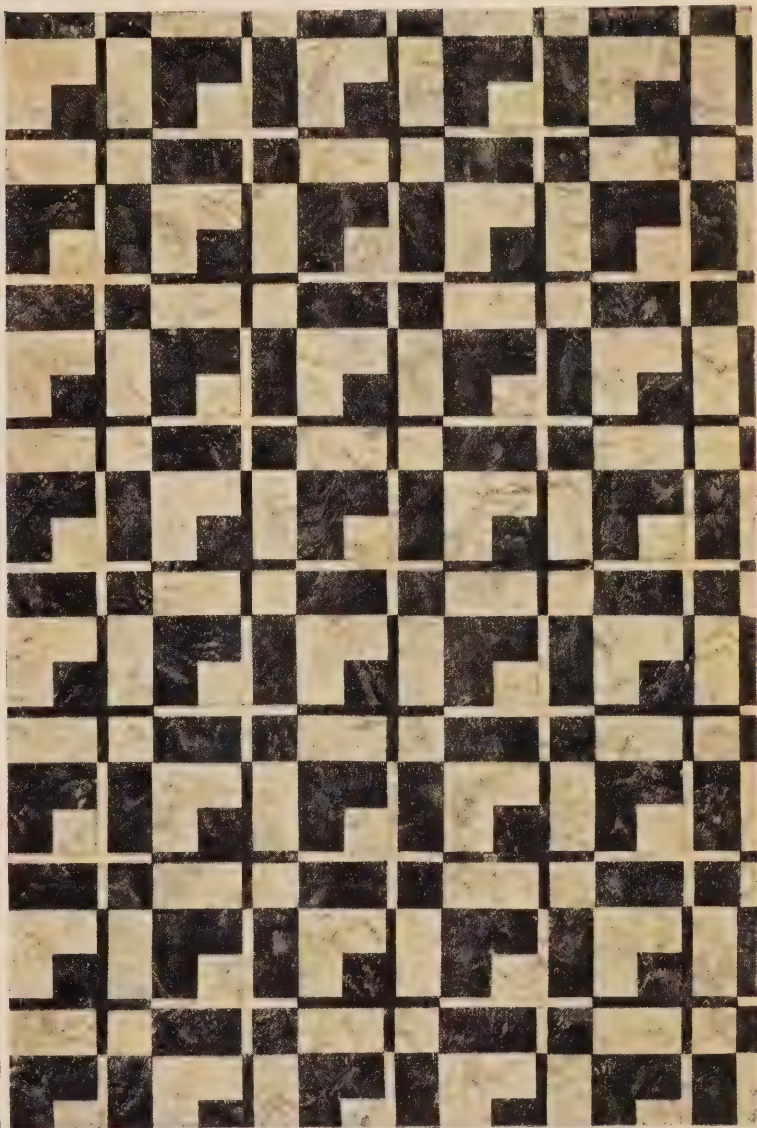
No. 0472 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXSA



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No. 0473 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSYZE

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No. 0480 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSGYG

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0481 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHAL

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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No. 0490 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHEN

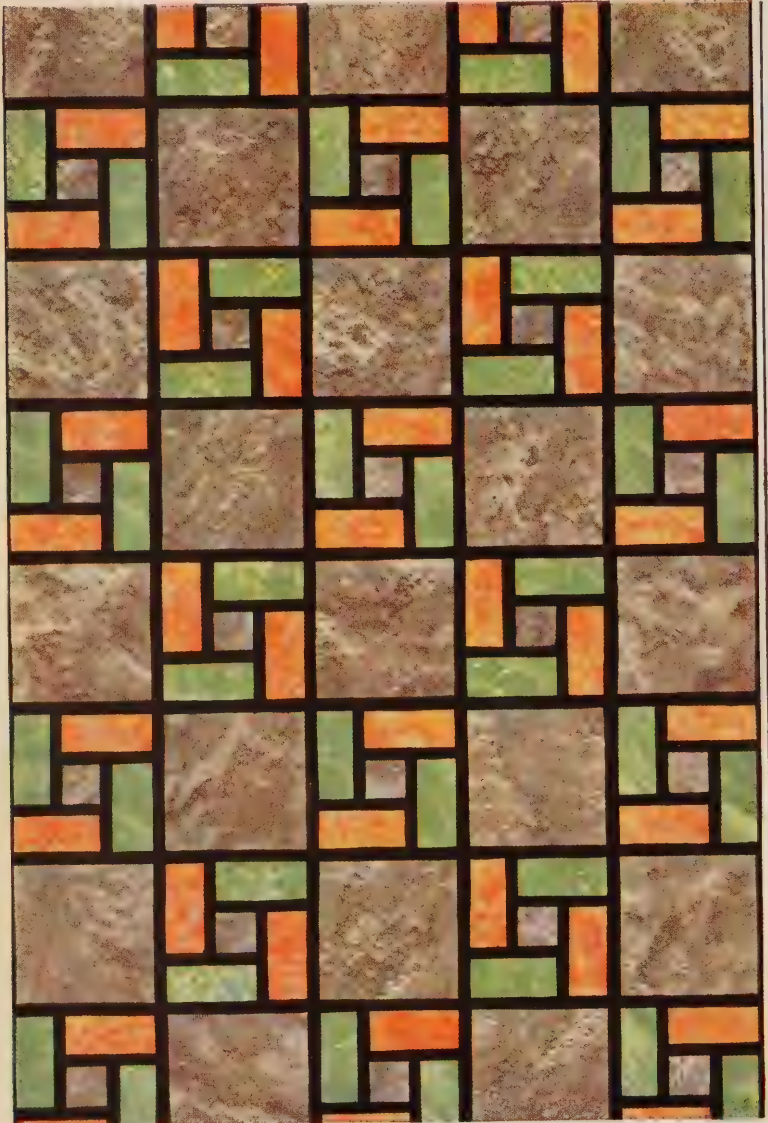


No. 0491 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHIP

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No. 0492 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSELT



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No. 0600 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZDA

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No. 0610 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—DSZEW

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0630 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZTI

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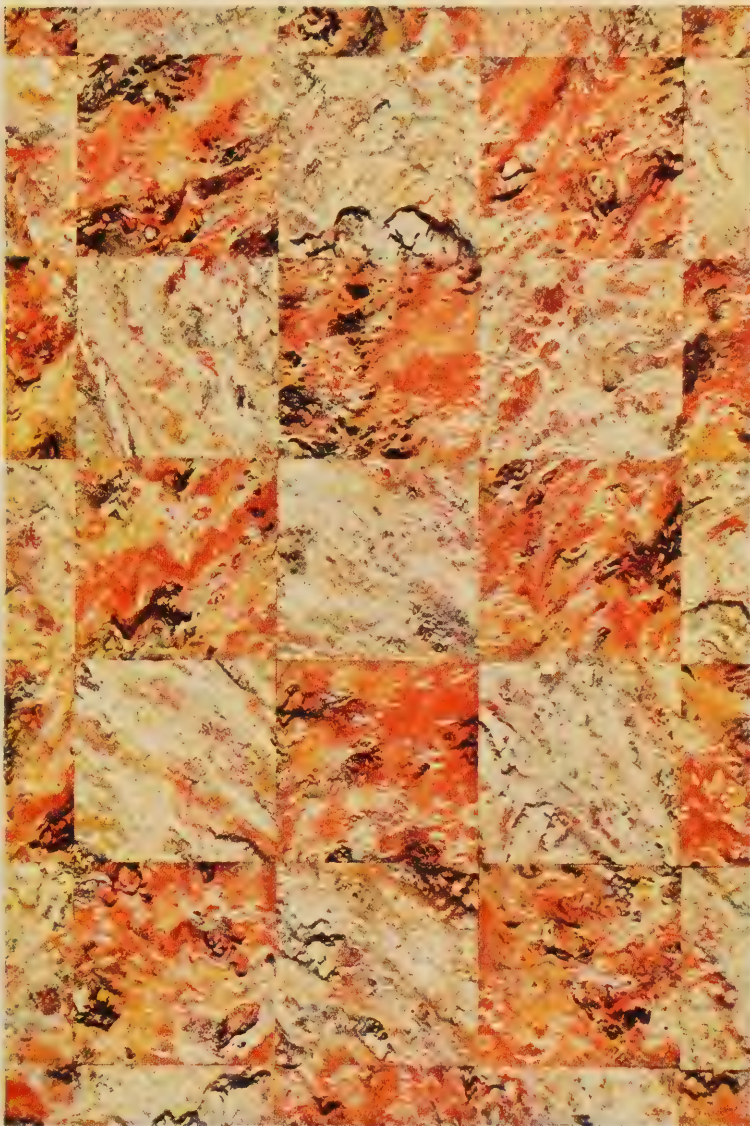


No. 0632 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHYZ



No. 0633 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSUED

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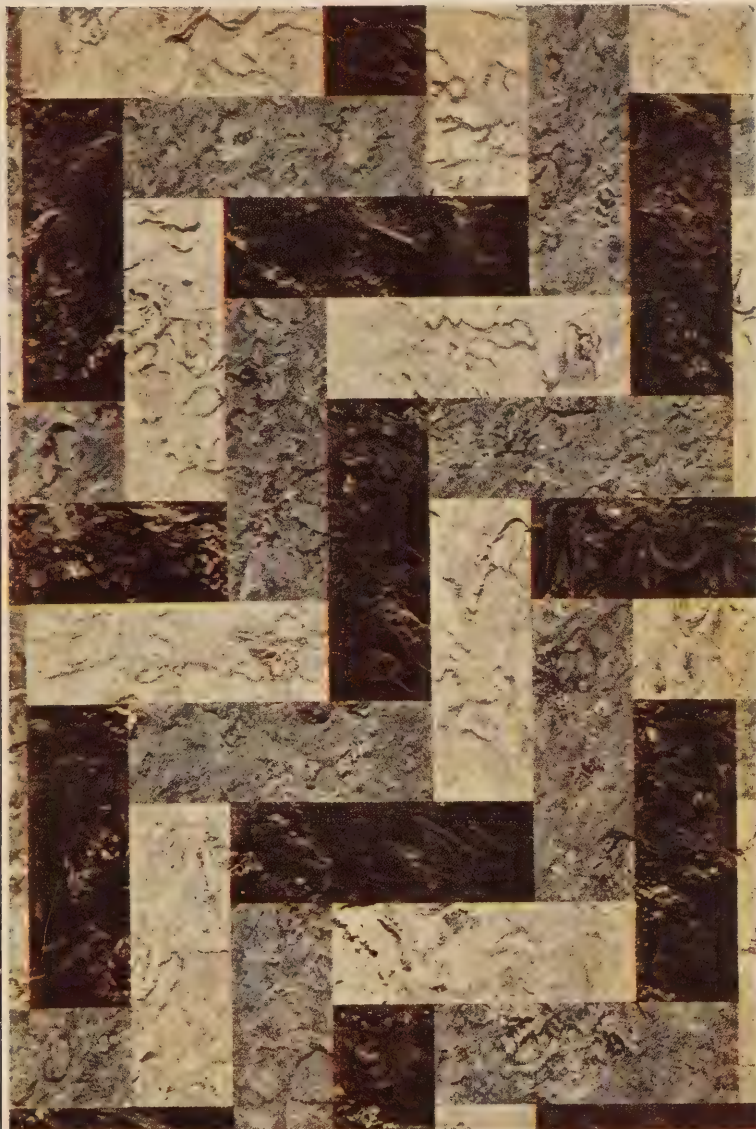
No. 0640 Straight Line Inlaid—Standard Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—DSENE



No. 0650 Straight Line Inlaid—Standard Gauge
(Size of Blocks—3' x 9") 2 yards wide only
Code Word—DSAEM

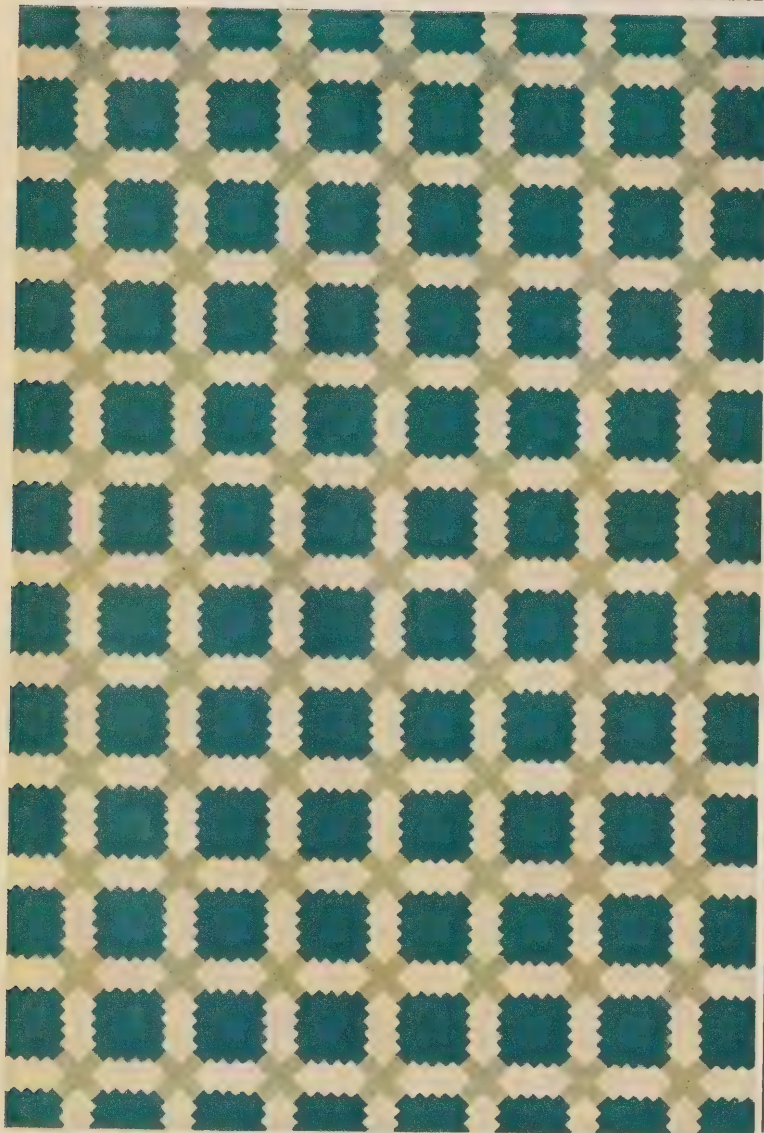
ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD

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No. 0651 Straight Line Inlaid—Standard Gauge
(Size of Blocks—3" x 9") 2 yards wide only
Code Word—DSAFE

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM—STANDARD



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No. 0700 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSJIN

LINOFLOR IS LOWEST-PRICED INLAID PRODUCT IN ARMSTRONG'S 1936 LINE

LINOFLOR is the lowest-priced "inlaid" floor covering. The blocks of color which form the wearing surface of the pattern consist of ground cork and oxidized linseed oil—the same ingredients that form the surface of inlaid linoleum. But because a special asphalt-saturated base is used instead of burlap, Armstrong's Inlaid Lino-flor appeals to thousands of careful shoppers who demand an inlaid material at modest prices.

Quality Design

The designs and colorings in Armstrong's Lino-flor have been created for the popular-price market by the same men who design the rest of the Armstrong Line. Consequently, the user of Armstrong's Lino-flor is assured of the good taste and attractiveness of any Lino-flor patterns that may be chosen.

Four New Patterns

The 1936 Line of Armstrong's Lino-flor contains nine colorful patterns. Five of these have an established record of popularity for use in homes. The other four patterns—18062, 18063, 18110, and 18111—are new.

Small-scale, irregular tile ef-

fects predominate in both 18110 and 18111. The former meets the popular demand for interesting blacks and grays with a pattern of small, irregular tiles in black, gray, and ivory. In 18111, this same effective pattern is executed in a warm, cheerful combination of sienna, old ivory, maize, and soft green.

New Coloring

Coloring of exceptional beauty is the outstanding feature of the new 18062. In this pattern, the 9-inch overall marble blocks of ivory and maize are marked with grainings of soft orange and umber. The warm radiance of this pattern will heighten the charm of any room.

In 18063, which is also composed of 9-inch squares, the coloring is somewhat more elaborate, consisting of a field of sienna, ivory, and maize, with a delicate suggestion of graining in green.

Where somewhat smaller blocks are required, most shoppers will like the fast-selling 18010 and 18090. Four-and-one-half inch blocks of gray and red-and-green provide rich coloring in 18010. In 18090, 6-inch blocks are travertine and dull red.



No. 18010 Inlaid Linoflor
(Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{8}''$) 2 yards wide only
Code Word—LFOJWOZ

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No. 18062 Inlaid Linoflor
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—LFAGH



No. 18063 Inlaid Linoflor
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—LFAHO

ARMSTRONG'S



No. 18080 Inlaid Linoflor
 (Plate shows approx. 1/5 scale) 2 yards wide only
 Code Word—LFEIR

ARMSTRONG'S INLAID LINOFLOR



ARMSTRONG'S

No. 18082 Inlaid Linoflor
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—LFIGH

ARMSTRONG'S

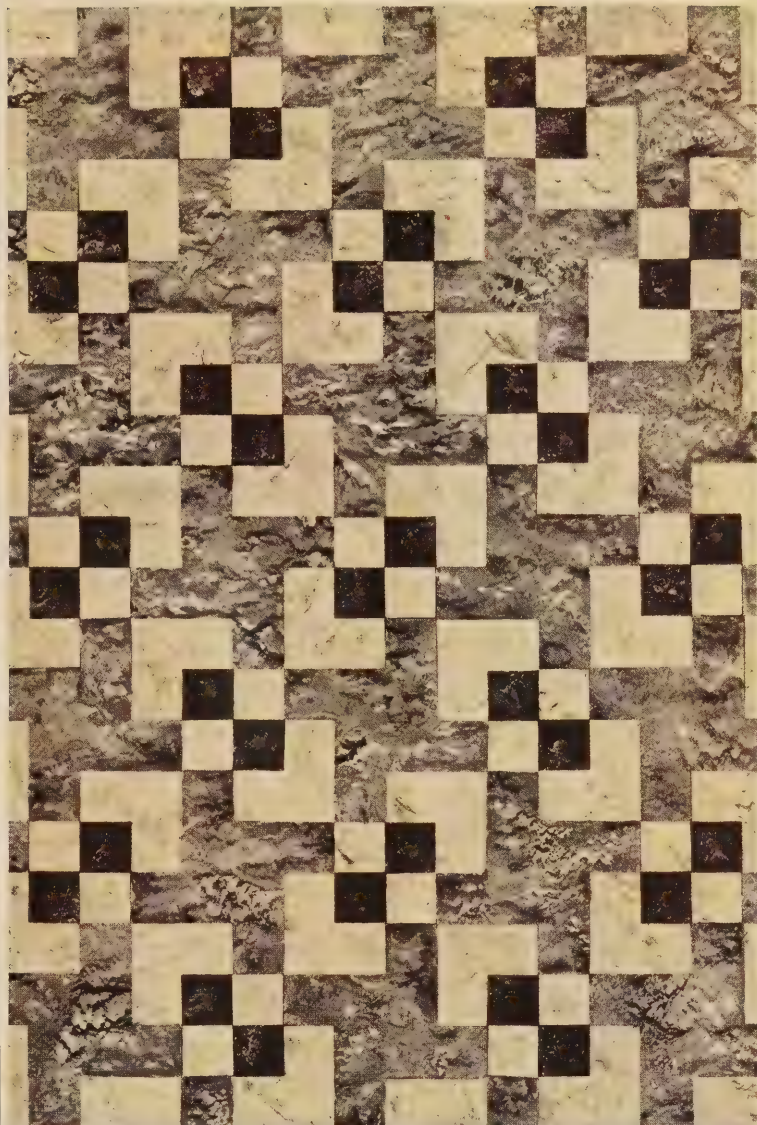


No. 18090 Inlaid Linoflor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFIHO



No. 18100 Inlaid Lino floor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFILC

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No. 18110 Inlaid Linoflor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFAIJ



No. 18111 Inlaid Linoflor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFALC

PRINTED LINOLEUM OFFERS CUSTOMERS LOWEST-PRICED GENUINE LINOLEUM

PRINTED Linoleum is the lowest-priced "genuine linoleum" in the Armstrong Line. It is less expensive than Plain, Jaspé, or Inlaid Linoleum because the pattern, instead of running clear through to the burlap back, is printed in wear-resisting colors on the surface. This surface, however, is gen-

uine linoleum of the same high quality as is used in Armstrong's Embossed Inlaid designs.

Although Printed Linoleum costs a small sum more per yard than cheaper floor coverings, in the long run it is usually the more economical material to buy. Below are listed several reasons why customers prefer it.

LONG-WEARING AND COLORFUL

Resistant to Wear—Being resilient, the linoleum base "gives" under the impact of traffic and thus acts as a shock-absorber for the printed pattern. As a result, Armstrong's Printed Linoleum retains its freshness and beauty longer, even under hard wear.

Easy to Lay—Flexibility makes Printed Linoleum easy to handle. Customers who lay their own floors will appreciate this advantage because it permits them to do a more "professional looking" job.

Printing Improved—By a new process, Armstrong's Printed Linoleum is given a much smoother surface, and the clean, bright colors are joined much more firmly to the linoleum base. These features mean easier cleaning and longer life.

Exclusive "Swirl" Marbling—Armstrong's Printed Linoleum is the only Printed Linoleum offering Decoresq "swirl type" marble effects.

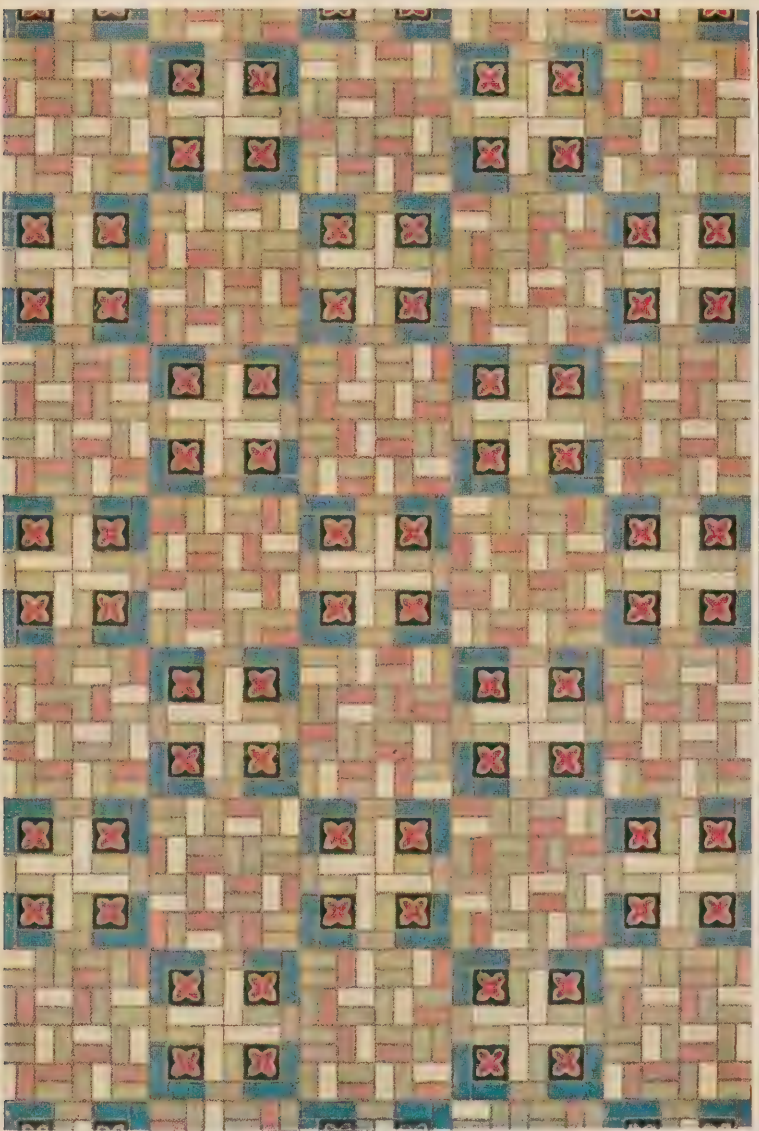
Has Armstrong Quality—Armstrong's Printed Linoleum, which has been the standard of quality in Printed Linoleum for more than twenty-five years, is designed and made by the

same manufacturer that produces the famous Armstrong's Inlaid Linoleum.

Fourteen Popular Patterns—In Armstrong's 1936 Line of Printed Linoleum are fourteen smart, colorful patterns suitable for every room in the house. Many of these are in formal and random tile designs, which are "best-sellers" everywhere. In nine, the popular "swirl type" Decoresq marbling, found only in Armstrong patterns, is strongly featured.

Colors—This line provides colorings for every requirement. The constant demand for rich reds in small-scale effects is met with an exceptionally handsome pattern, 8642, in which light and dark red blocks are given emphasis by larger blocks of Decoresq "swirl-type" ivory. Another, 8660, a neat "homey" pattern in blue, gray, and white squares, has for many years been a favorite for use in colorful kitchens and bathrooms.

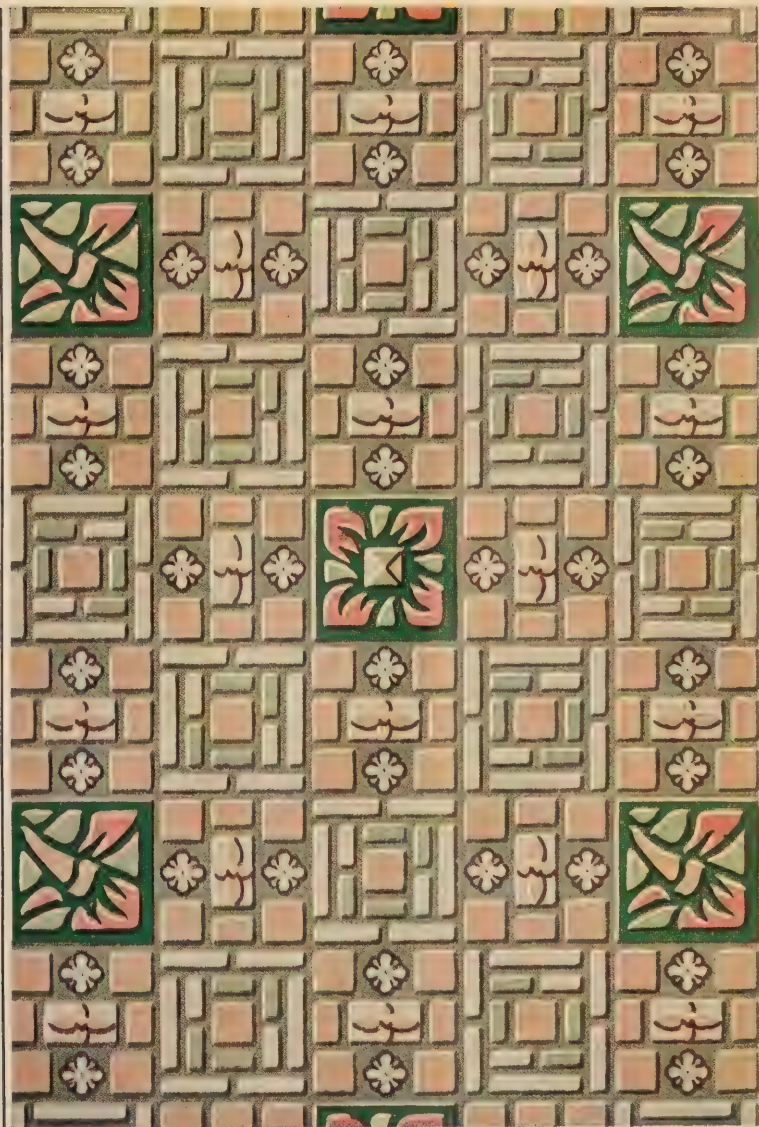
Green, always popular, dominates the recently added 8691, a checker-board design of 4½-inch squares in green and white, the latter swirled with yellow, pink, and blue.



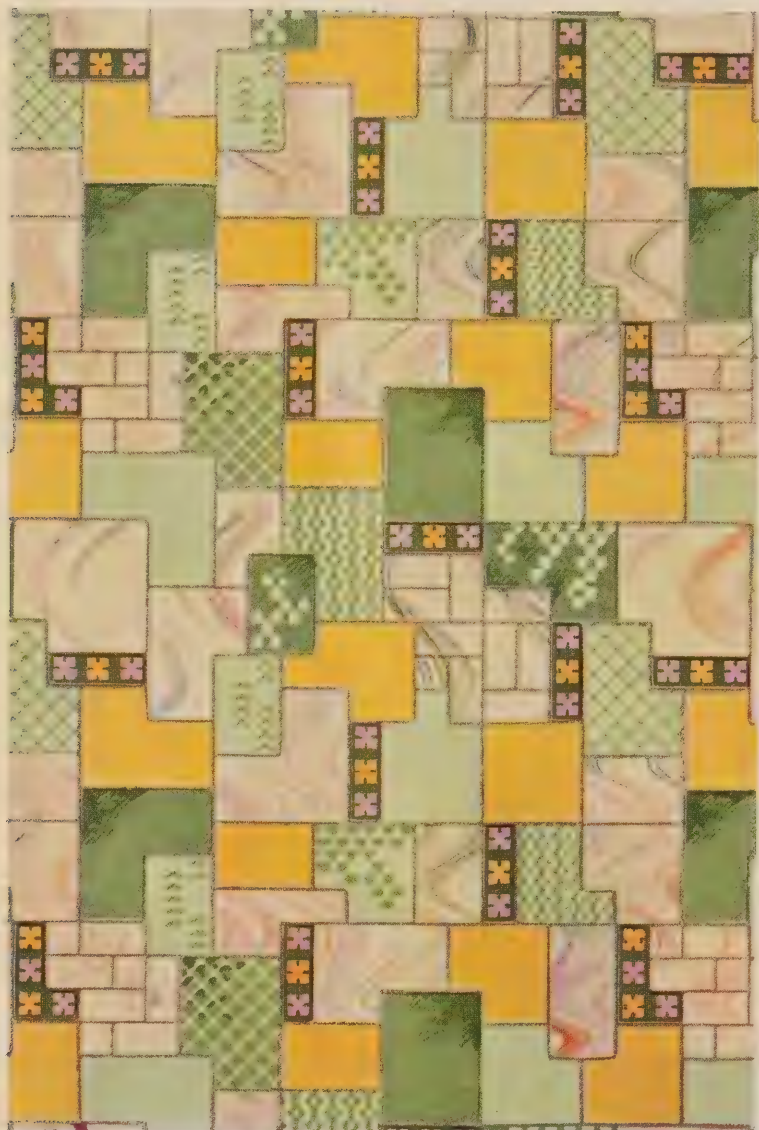
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No. 8217 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—EPEBMYD

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No. 8496 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPICLOF, 4 yards...EPICLYZ

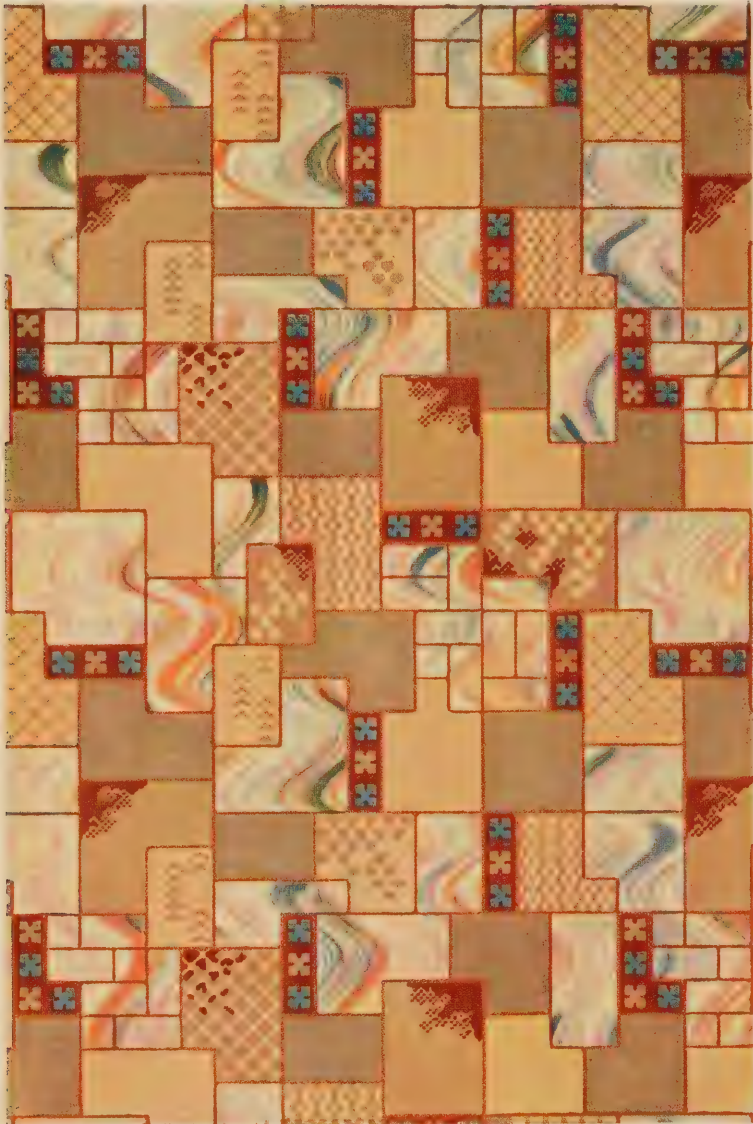


No. 8630 Printed Linoleum
 (Plate shows approx. $\frac{1}{5}$ scale) 2 and 4 yards wide
 Code Words: 2 yards...EPBYG, 4 yards...EPGUP

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No. 8631 Printed Linoleum
 (Plate shows approx. 1/5 scale) 2 and 4 yards wide
 Code Words: 2 yards...EPCAJ, 4 yards...EPGVY



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No. 8632 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPAED, 4 yards...EPAGU

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No. 8640 Printed Linoleum
(Plate shows approx. $\frac{1}{5}$ scale) 2 and 4 yards wide
Code Words: 2 yards...EPCDA, 4 yards...EPYFO



No. 8641 Printed Linoleum
 (Plate shows approx. $\frac{1}{5}$ scale) 2 and 4 yards wide
Code Words: 2 yards...EPAHT, 4 yards...EPAIM

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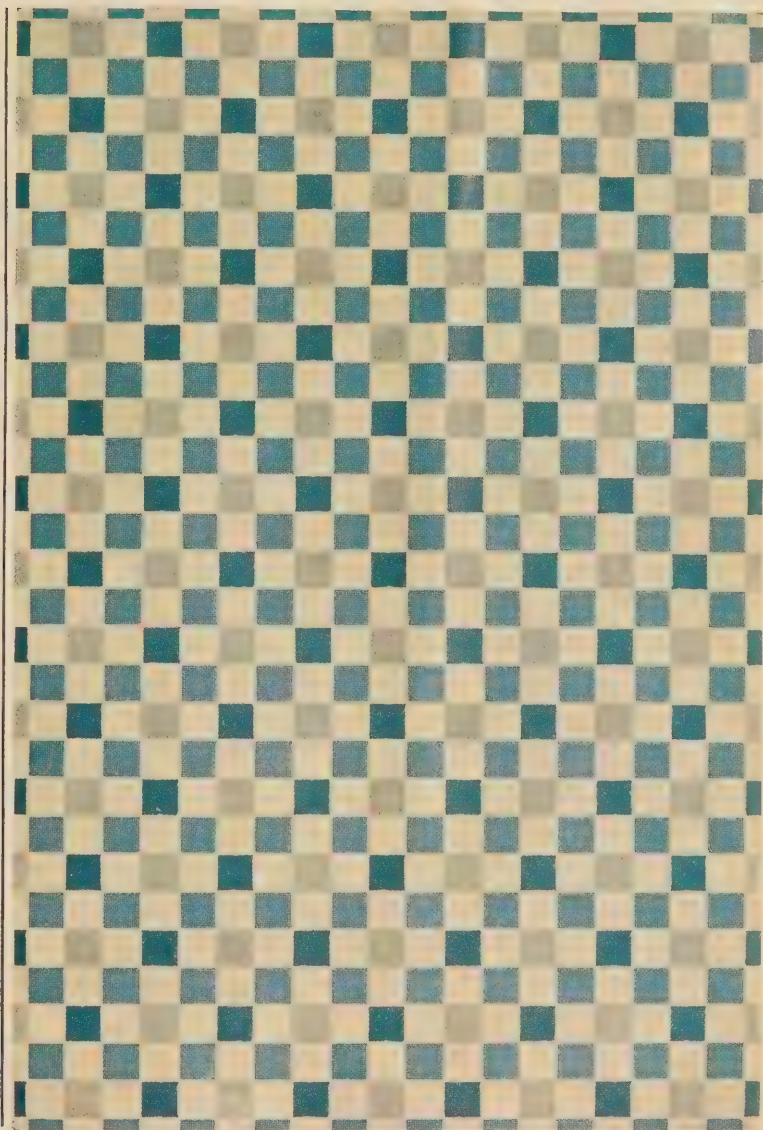


No. 8642 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPZVU, 4 yards...EPZWO



No. 8651 Printed Linoleum
 (Plate shows approx. $\frac{1}{5}$ scale) 2 and 4 yards wide
 Code Words: 2 yards...EPBOW, 4 yards...EPBUR

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No. 8660 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—EPVYB



No. 8680 Printed Linoleum
 (Plate shows approx. 1/5 scale) 2 and 4 yards wide
 Code Words: 2 yards...EPFAF, 4 yards...EPFIT



No. 8681 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPIMB, 4 yards...EPINF



No. 8690 Printed Linoleum
 (Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$) 2 and 4 yards wide
 Code Words: 2 yards...EPIOG, 4 yards...EPIRU

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No. 8691 Printed Linoleum
(Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$) 2 and 4 yards wide
Code Words: 2 yards...EPIST, 4 yards...EPIVI



No. 100 Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SHOP



No. S132 Jaspé Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCEAPH



No. S133 Jaspé Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCIBJAN

ARMSTRONG'S QUAKER RUGS OFFERED IN POPULAR DESIGNS AND COLORINGS

ARMSTRONG'S Quaker Rugs have won the enthusiastic approval of housewives everywhere. These fine felt-base rugs are bright, colorful, and long lasting. Easy to keep clean, they save hours of housework. Made with the same skill and care that go into the manufac-

ture of Armstrong's Linoleum, these popular smooth surface rugs are sharply printed in rich oil colors on good thick felt.

Colorings, designs, and workmanship bear the hallmark of Armstrong quality. There is a Quaker Rug to please every taste and to fit every budget.

SMART STYLE IS COMBINED WITH QUALITY

Wide Variety of Patterns—

Twenty-seven patterns are offered in Armstrong's Quaker Rugs, providing a range of designs to suit every room.

Popular Colorings—These smart smooth surface rugs brighten up any room. Rich colors give life and sparkle to even the most conservative patterns.

Tans and browns are strongly in demand and these popular colorings are found in 4520, 4521, 4540, 4556, 4810, 4831, 4890, 4920, 4940, 4941, 4960, 4980, and 4990.

Black and white color effects that are out of the ordinary are offered in 4531, and 4930. Green colorings that have wide appeal are present in 4530, 4830, 4931, and 4991. Red is the favorite color in tile designs and 4970 is in step with this demand. An unusually pleasing blue is found in 4833.

Attractive Designs—Two new patterns—4555 and 4556—capture the hooked rug effect. Both have a suggestion of a plaid design. An allover effect with a delicate suggestion of a pattern is found in two other new patterns—4990 and 4991. Armstrong designers have worked out variations

of the allover floral design that are extremely distinctive. Small allover floral designs enjoy undiminished popularity and 4520 and 4521 present a new and fresh treatment of this conservative type of rug. The allover tapestry pattern of leaves in 4940 and 4941 is unmatched for beauty of design and coloring. A dainty chintz-type pattern is offered in 4980. Other interesting floral rugs are 4830, 4831, 4832, 4833, 4940, 4980, and 4960.

Jig saw designs have proved consistently popular all over the country and this type of design is offered in 4530, 4531, 4890, 4930, and 4931.

A combination of two important design elements—jig saw and floral—is available in 4820. The unusual high-light texture of 4540 marks another new design development.

The checkerboard design is given unusual interest by a new marbling of the black blocks in 4850 and of the green blocks in 4851. Added interest is secured in both patterns by a lighter interliner and "swirl-type" marbling.

A tile design that offers high color contrast is presented in 4970.



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4520 Armstrong's Quaker Rug

18"x36" ...ORDIZ
3'x4 1/2' ...ORDOW
3'x6' ...ORDUR
6'x9' ...ORCEH

6' x11 1/4' ...QRPAA
7 1/2' x 9' ...QRCLA
9' x 9' ...QREBU
9' x10 1/2' ...QRCOS

9' x12' ...QRCRO
9' x15' ...QRECY
11 1/4'x12' ...QREEK
11 1/4'x15' ...QREFE

ARMSTRONG'S

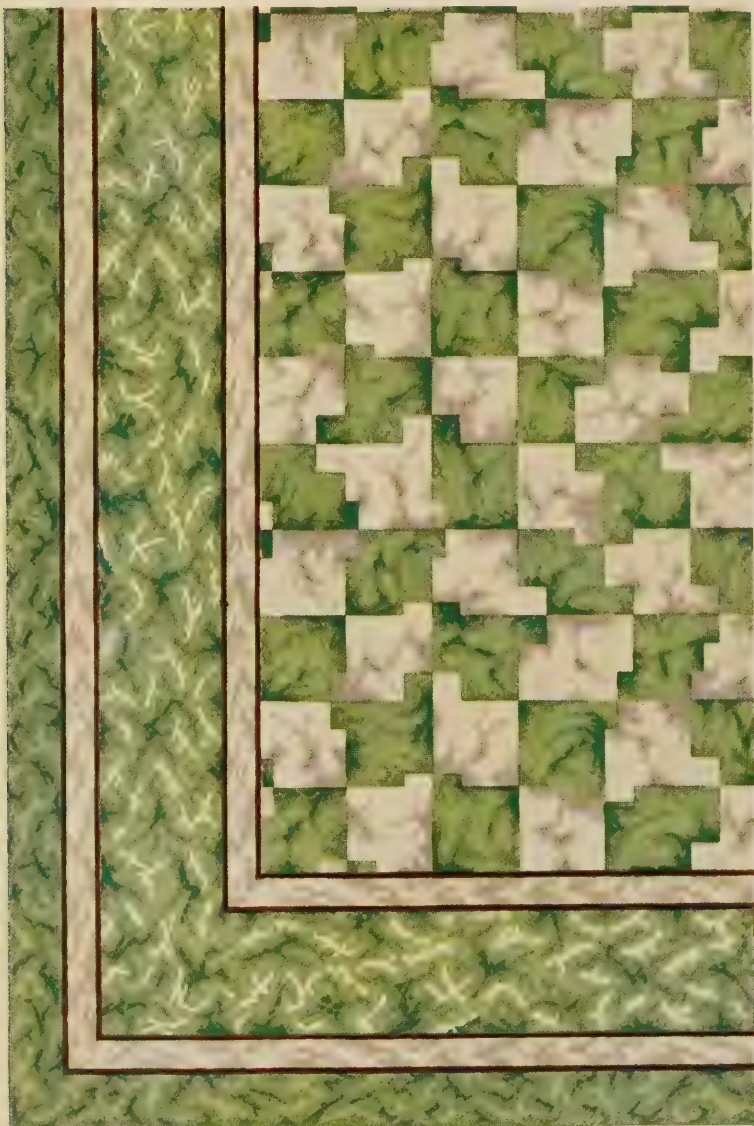


(PLATE SHOWS APPROX. 1/6 SCALE) No. 4521 Armstrong's Quaker Rug

18"x36" ...QRHOT
3"x4 1/2" ...QRILQ
3"x6' ...QRIMU
6"x9' ...QRTOZ

7 1/2' x 9' ...QRJAX
9' x 9' ...QRJEM
9' x10 1/2' ...QRJOG

9' x12' ...QRKAJ
9' x15' ...QRKEX
11 1/4' x12' ...QRKOW
11 1/4' x15' ...QRMAK



(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4530 Armstrong's Quaker Rug

18" x 36" ... QRDAD	4 1/2' x 6' ... QRALO	7 1/2' x 9' ... QRAXA	9' x 12' ... QRBAAH
3' x 4 1/2' ... QRDEP	6' x 6' ... QRANI	9' x 9' ... QRGKA	9' x 15' ... QRGOW
3' x 6' ... QRALJ	6' x 9' ... QRAUH	9' x 10 1/2' ... QRAYS	11 1/4' x 12' ... QRDYG
4 1/2' x 4 1/2' ... QRXAG			11 1/4' x 15' ... QREAM



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4531 Armstrong's Quaker Rug

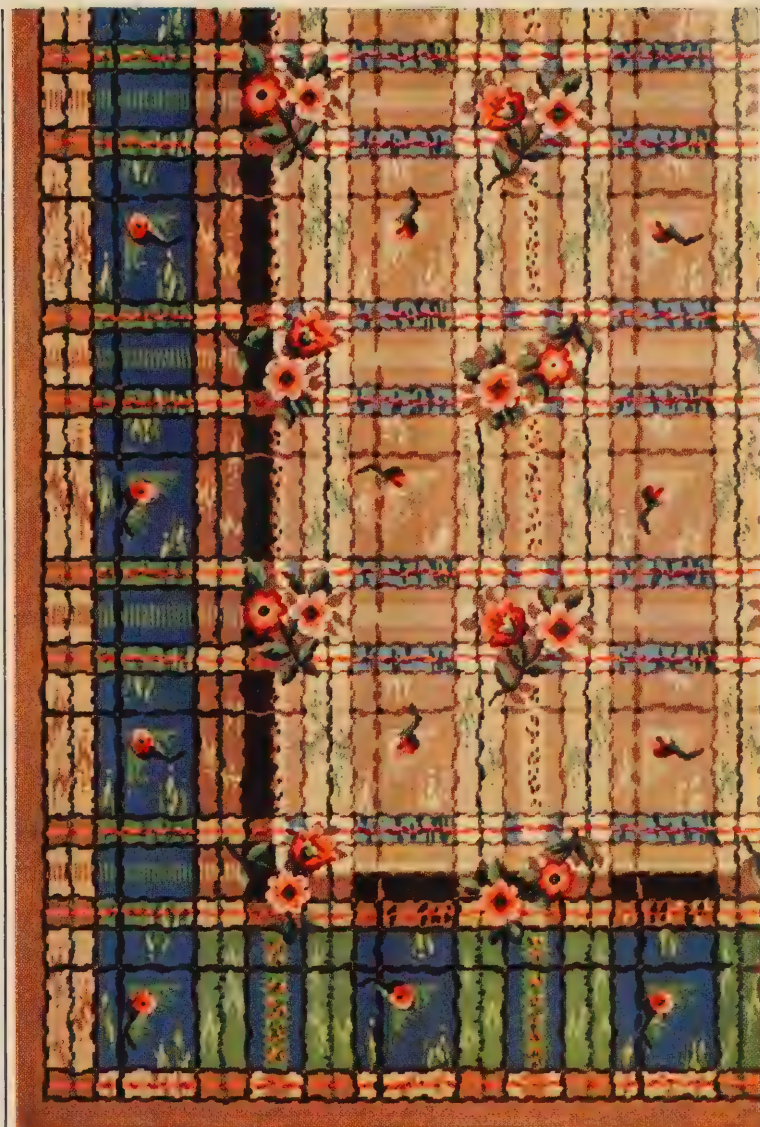
18" x36" ... QRMID	4 1/2' x6' ... QROMA	7 1/2' x 9' ... QORL	9' x12' ... QRPIG
3' x4 1/2' ... QRMOR	6' x6' ... QRONU	9' x 9' ... QRPAC	9' x15' ... QRPUI
3' x6' ... QRMUZ	6' x9' ... QROPO	9' x10 1/2' ... QRPEZ	11 1/4' x12' ... QRRES
4 1/2' x4 1/2' ... QROGI			11 1/4' x15' ... QRRI



ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4540 Armstrong's Quaker Rug**
6'x9'...QRBOT 7 1/2'x 9'...QRBRA 9'x12'...QRCAY
9' x10 1/2'...QRBUY

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4555 Armstrong's Quaker Rug

6' x9'...QRPID
7½' x9'...QRPLA
9' x9'...QRFRL

9'x10½'...QRPOR
9'x12'...QRPRE

9' x15'...QRFVI
11¼'x12'...QRFWY
11¼'x15'...QRFYL



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4556 Armstrong's Quaker Rug

6'x9'...QRPUZ

7½'x 9'...QRQUI
9'x10½'...QRRAF

9'x12'...QRREG

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4810 Armstrong's Quaker Rug

6' x9'...QROLZAC
7 1/2' x9'...QROLZBA
9' x9'...QRBES

9' x10 1/2'...QROLZEX
9' x12'...QROLZFU

9' x15'...QRGVO
11 1/4' x12'...QRULS
11 1/4' x15'...QRUNA



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4820 Armstrong's Quaker Rug

18"x36" ... QREVV	7 1/2' x 9' ... QRILU	9' x 12' ... QRIOT
3' x 4 1/2' ... QREWO	9' x 9' ... QRGWE	9' x 15' ... QRGYB
3' x 6' ... QREYK	9' x 10 1/2' ... QRINE	11 1/4' x 12' ... QRIRA
6' x 9' ... QRIES		11 1/4' x 15' ... QRIXO



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4830 Armstrong's Quaker Rug

18"x36" ... QREZY
3'x4 1/2' ... QRFAT

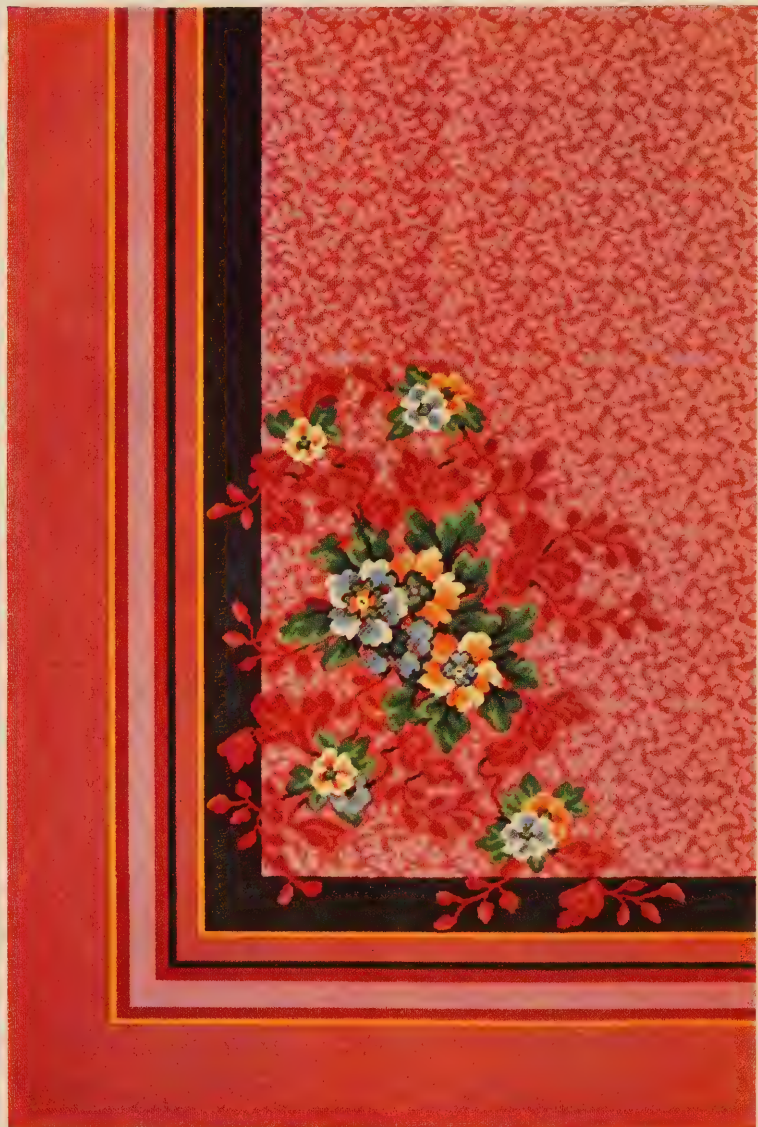
3' x6' ... QRFEY
6' x9' ... QRUUK
7 1/2' x9' ... QRVAY

9'x10 1/2' ... QRVEH
9'x12' ... ORVIW



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4831 Armstrong's Quaker Rug**

18" x 36" ...	QRUOB	4 1/2' x 6'	... QROZA	7 1/2' x 9'	... QRVUT	9' x 12'	... QRWEC
3' x 4 1/2' ...	QEURP	6' x 9'	... QRVRO	9' x 9'	... QRCUT	9' x 15'	... QRGZY
3' x 6' ...	QRUSE	6' x 11 1/4'	... QRXGO	9' x 10 1/2'	... QRWAF	11 1/4' x 12'	... QRVLA
4 1/2' x 4 1/2' ...	QROYM					11 1/4' x 15'	... QRVOS



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4832 Armstrong's Quaker Rug

6'x9'...QR YOV

7 1/2'x 9' ...QRYPY
9' x10 1/2'...QR YRG

9'x12'...QR YST



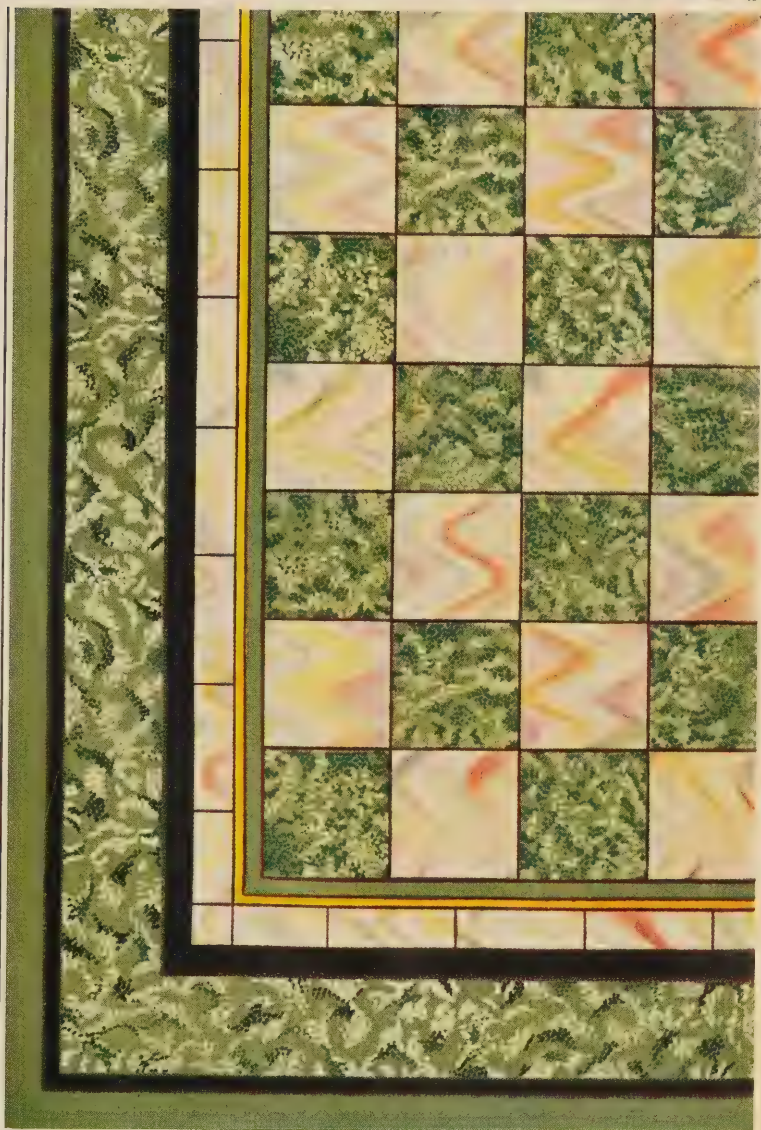
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4833 Armstrong's Quaker Rug**

6'x9'...QREAD

7 1/2'x 9' ...QREBE
9' x 10 1/2'...QREDI

9'x12'...QREEP

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4850 Armstrong's Quaker Rug

18"x36" ...QRKES
3'x4 1/2' ...QRKLU
3'x6' ...QRKNE
6'x9' ...QRBER

7 1/2' x 9' ...QRBIV
9' x 9' ...QREGH
9' x 10 1/2' ...QRBKI

9' x 12' ...QRBOL
9' x 15' ...QRHUY
11 1/2' x 12' ...QRBPA
11 1/4' x 15' ...QRBUG



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4851 Armstrong's Quaker Rug

18"x36" ...QRKOT
 3'x4 1/2' ...QRKRA
 3'x6' ...QRKXO
 6'x9' ...QRBVY

7 1/2' x 9' ...QRBXU
 9' x 9' ...QREHN
 9' x 10 1/2' ...QRBVC

9' x 12' ...QRCAD
 9' x 15' ...QRIEK
 11 1/4' x 12' ...QRIEM
 11 1/4' x 15' ...QRIHS

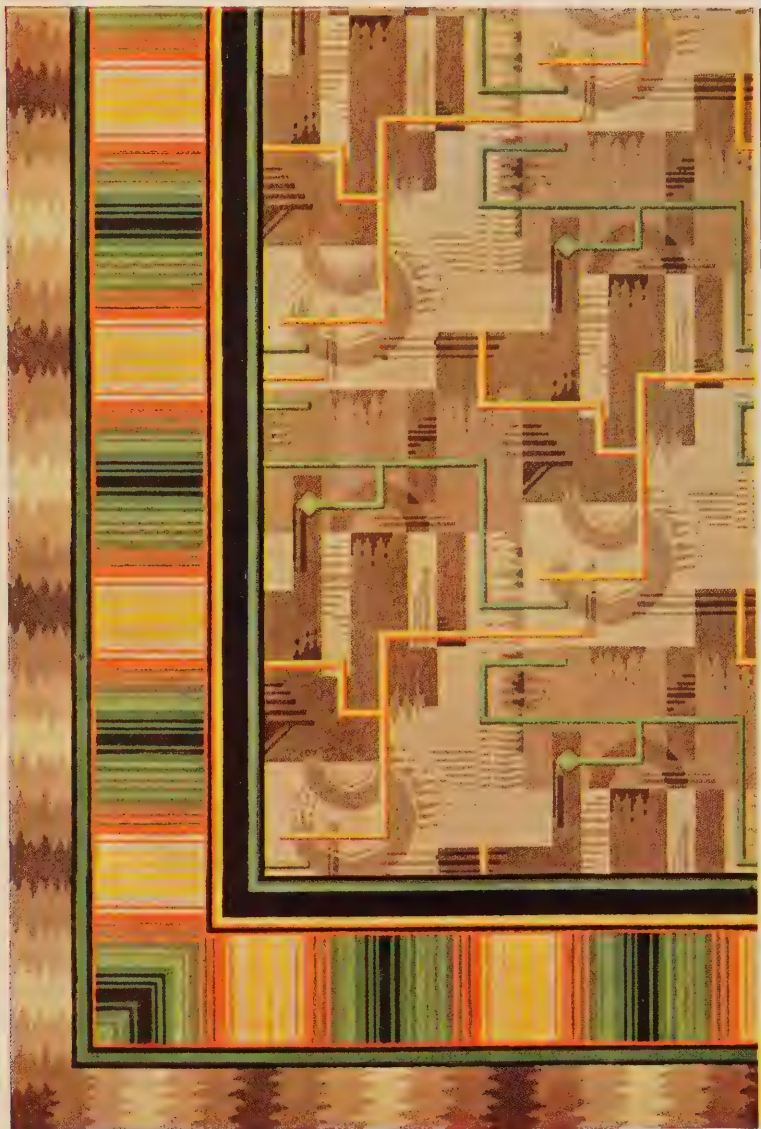


(PLATE SHOWS APPROX. 1/6 SCALE) No. 4890 Armstrong's Quaker Rug

18"x36" ... QROYX
 3'x4 1/2' ... QROZE
 3'x6' ... QRRAC
 6'x9' ... QRADD

7 1/2' x 9' ... QRAEX
 9' x 9' ... QRIFY
 9' x 10 1/2' ... QRAFO

9' x 12' ... QRAHU
 9' x 15' ... QRREM
 11 1/4' x 12' ... QRRIH
 11 1/4' x 15' ... QRROP



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4920 Armstrong's Quaker Rug

6'x9'...QRXC Y

7½'x 9'...QRXE K
9' x10½'...QRXFE

9'x12'...QRXGI

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4930 Armstrong's Quaker Rug

6' x9'...QRENC
7 1/2'x9'...QREOW
9' x9'...QRIMA

9'x10 1/2'...QREPF
9'x12' ...QRERL

9' x15'...QRINU
11 1/4'x12'...QREGI
11 1/4'x15'...QREIN



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4931 Armstrong's Quaker Rug

6'x 9' ... QRMUJ
6'x11 1/4' ... QRXIG

7 1/2'x 9' ... QRMVD
9' x10 1/2' ... QRNAD
9' x12' ... QRNEC

11 1/4'x12' ... QRNOV
11 1/4'x15' ... QRNUS

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4940 Armstrong's Quaker Rug

6'x9'...QRESO

7½'x 9'...QRETS
9' x10½'...QREUR

9'x12'...QREVA



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4941 Armstrong's Quaker Rug
6'x9'...QRVEL 7 1/2'x 9'...QRUYK 9'x12'...QRUVU
9' x 10 1/2'...QRUXA

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4950 Armstrong's Quaker Rug

6' x 9' ... QREYG
6' x 11 1/4' ... QRXYD

7 1/2' x 9' ... QREZU
9' x 10 1/2' ... QRFRY
9' x 12' ... QRFTY

11 1/4' x 12' ... QRCOD
11 1/4' x 15' ... QRCUF



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4960 Armstrong's Quaker Rug

6' x9'...QRNYX
7 1/2'x9'...QROAV

9'x10 1/2'...QROCT
9'x12'...QROFF

11 1/4'x12'...QRSYR
11 1/4'x15'...QRSUL

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4970 Armstrong's Quaker Rug

6'x9'...QRHID

7½'x 9' ...QRHUZ
9' x10½'...QRIAF

9'x12'...QRIDE



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4980 Armstrong's Quaker Rug

6' x 9'... QRIEG
7 1/2' x 9'... QRIJA
9' x 9'... QRGEC

9' x 10 1/2'... QRILI
9' x 12'... QRINS

9' x 15'... QRGMO
11 1/4' x 12'... QRIOI
11 1/4' x 15'... QRIPY

ARMSTRONG'S

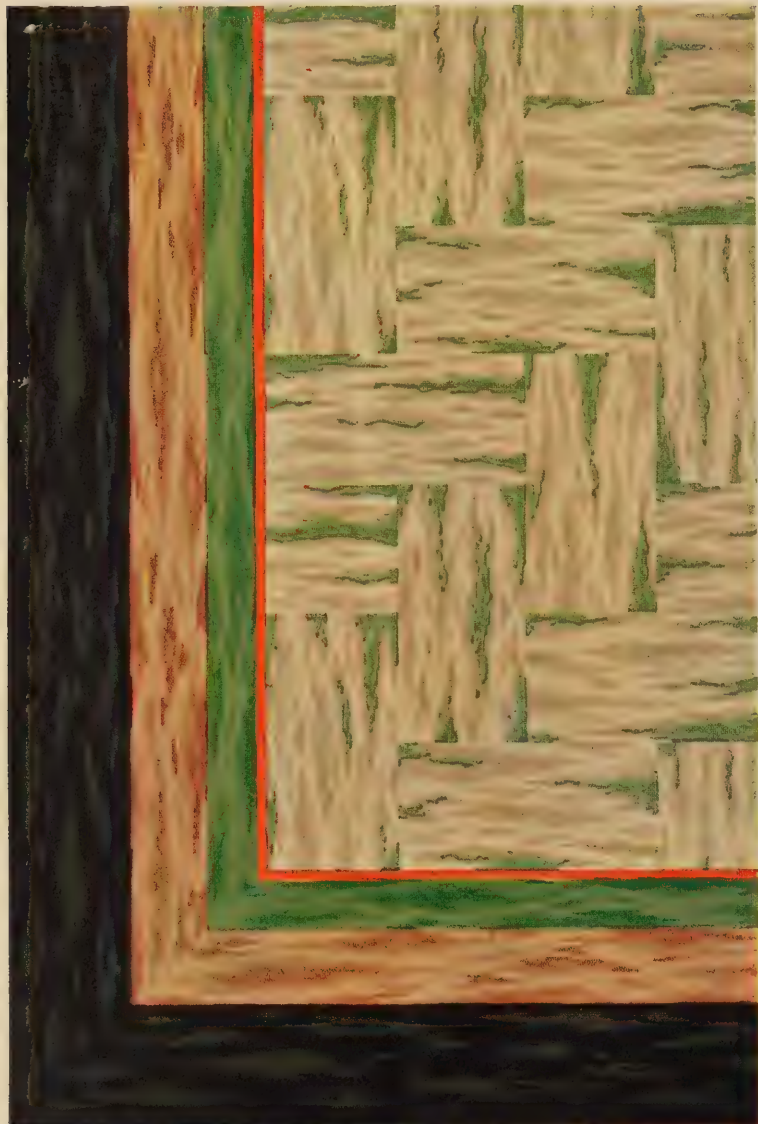


(PLATE SHOWS APPROX. 1/6 SCALE) No. 4990 Armstrong's Quaker Rug

6' x 9'... QRYAM
7 1/2' x 9'... QRYED
9' x 9'... QRZIB

9' x 10 1/4'... QRYFS
9' x 12'... QRYJO

9' x 15'... QRZKO
11 1/4' x 12'... QRZMI
11 1/4' x 15'... QRZOC



(PLATE SHOWS APPROX. 1/6 SCALE) No. 4991 Armstrong's Quaker Rug

6'x9'...QRYLU

7 1/2'x 9'...QRYME
9' x 10 1/2'...QRYOF

9'x12'...QRYPI

NEW PLAID AND OVERLAY EFFECTS IN QUAKER FLOOR COVERING

COMBINING high quality with beauty of pattern that is exceptional in a popular-priced line, Armstrong's Quaker Floor Covering appeals to thousands of women who want an inexpensive, easy-to-clean floor.

Designed and manufactured by the producers of Armstrong's Linoleum, Quaker Floor Covering embodies the skill and experience of an organization that has specialized in quality floor covering products for more than twenty-five years. The results of such sponsorship are evident in every roll. The base of Quaker Floor Covering is a specially treated felt of extra thickness, carefully manufactured in Armstrong's own factories.

On this base, the beautiful designs are printed in rich, lustrous colors. Exclusive Armstrong processes here add an additional measure of beauty, with the result that Quaker Floor Covering is of outstanding value. Particularly notable is the swirl-type marbling.

New Overlays

Prominent in the 1936 line are four new patterns—2750, 2751, 2760, and 2761. A refreshing and original overlay treat-

ment gives 2750 and 2751 a new style note. In 2750, which is a rich black and white with color accents of red, gold, and green, the overlay is in red, green, and yellow. In 2751, the field is tan, green, and ivory with color accents and overlays of red, black, and yellow.

The effect of this distinctive overlay treatment is to make this covering suitable for large or small floors. In large rooms, the overlay tends to form the dominating part of the pattern. In small rooms, the field colorings predominate, with the overlay acting as a color accent.

Scotch Tartan Effects

Scotch plaids also are new in the 1936 line. Brilliance of color marks the new 2760, a Scotch Tartan effect with a taupe field; cream, chocolate, and warm gray overlays; and accents of green and yellow.

In 2761, also a Tartan, the field is tan with blue and red accent blocks and overlays of chocolate, cream-ivory, tan, and green. Both are given a soft "weave" effect by skillful shading of field colors. Although suitable for any room, these plaids are ideal for bedrooms.



No. 2372 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—**FBICYFE**

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 2470 Armstrong's Quaker Floor Covering
(Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
Code Words: 2 yards...FBIAP, 3 yards...FBFET, $3\frac{3}{4}$ yards...FBFOY

ARMSTRONG'S QUAKER FLOOR COVERING



ARMSTRONG'S

No. 2590 Armstrong's Quaker Floor Covering
(Size of Blocks—4 1/2" x 4 1/2") 2, 3, and 3 3/4 yards wide
Code Words: 2 yards...FBHUH, 3 yards...FBOEZ, 3 3/4 yards...FBEPS

ARMSTRONG'S QUAKER FLOOR COVERING



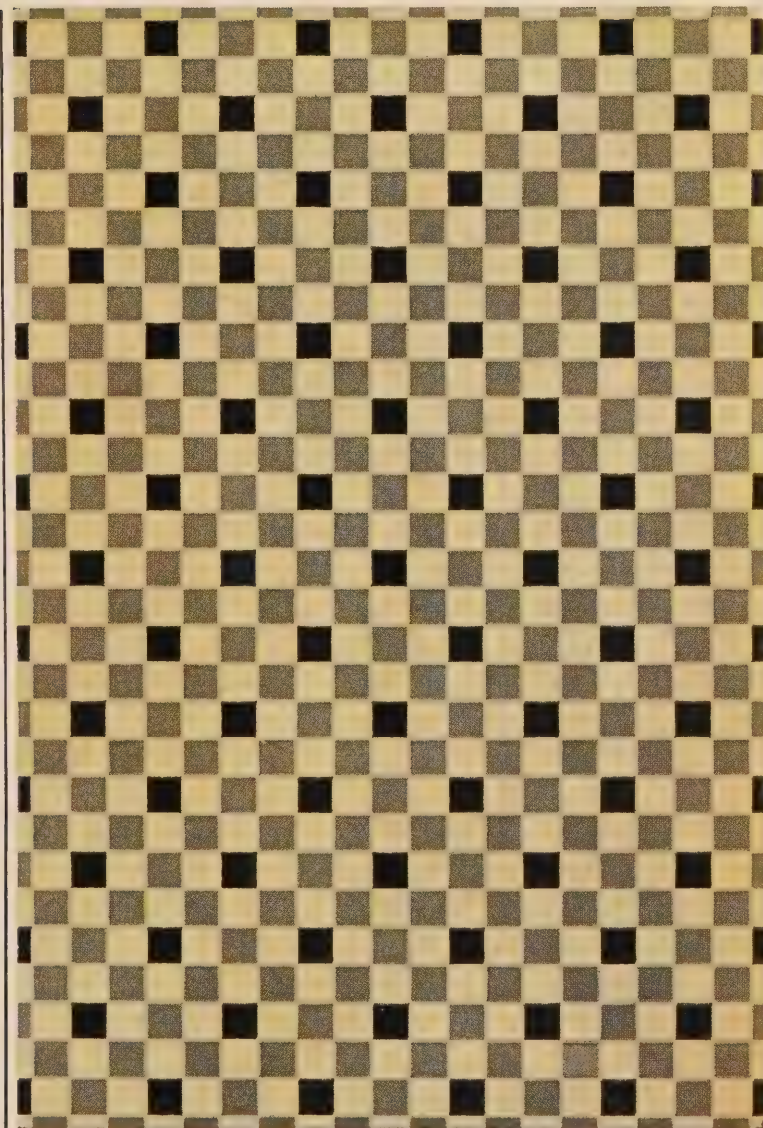
No. 2591 Armstrong's Quaker Floor Covering
 (Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...**FBOMI**, 3 yards...**FBERN**, $3\frac{3}{4}$ yards...**FBESM**



ARMSTRONG'S

No. 2602 Armstrong's Quaker Floor Covering
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—FBYHU

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No. 2650 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBYLB

No. 2651 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBIOJ

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No. 2680 Armstrong's Quaker Floor Covering
 (Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
 Code Words: 2 yards...FBIMD, 3 yards...FBAMP, 3 3/4 yards...FBAOW

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 2681 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBITU

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No. 2682 Armstrong's Quaker Floor Covering
 (Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
 Code Words: 2 yards...FBCOP, 3 yards...FBCUN, 3 3/4 yards...FBCYA



No. 2690 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBINZ

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 2700 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—**FBEUF**

ARMSTRONG'S QUAKER FLOOR COVERING



ARMSTRONG'S

No. 2701 Armstrong's Quaker Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...**PBEWS**, 3 yards...**FBKNI**, $3\frac{3}{4}$ yards...**FBKOS**

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 2702 Armstrong's Quaker Floor Covering
 (Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
 Code Words: 2 yards...**FBEYZ**, 3 yards...**FBKAZ**, 3 3/4 yards...**FBKBY**



No. 2710 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
Code Words: 2 yards...FBFOL, 3 yards...FBGAG, 3 3/4 yards...FBGIN

ARMSTRONG'S QUAKER FLOOR COVERING

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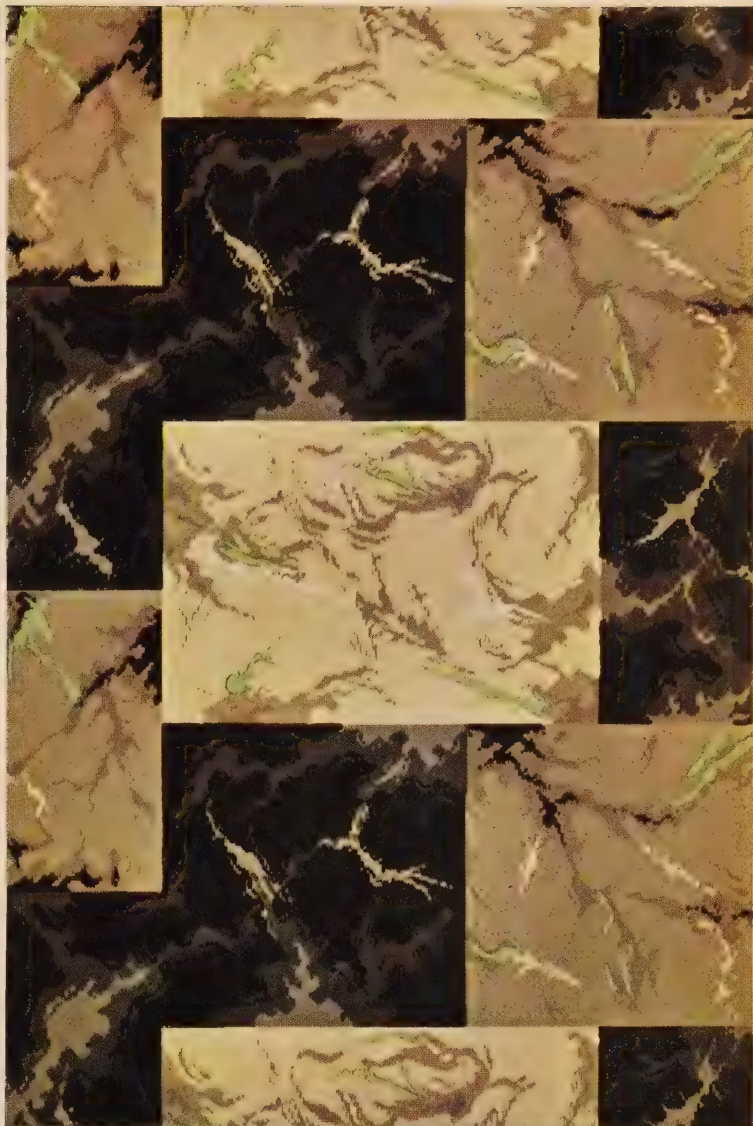
No. 2711 Armstrong's Quaker Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...**FBIWY**, 3 yards...**FBKOY**, $3\frac{3}{4}$ yards...**FBLAG**



No. 2720 Armstrong's Quaker Floor Covering
(Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
Code Words: 2 yards...FBGOK, 3 yards...FBGUB, $3\frac{3}{4}$ yards...FBHIL

ARMSTRONG'S QUAKER FLOOR COVERING

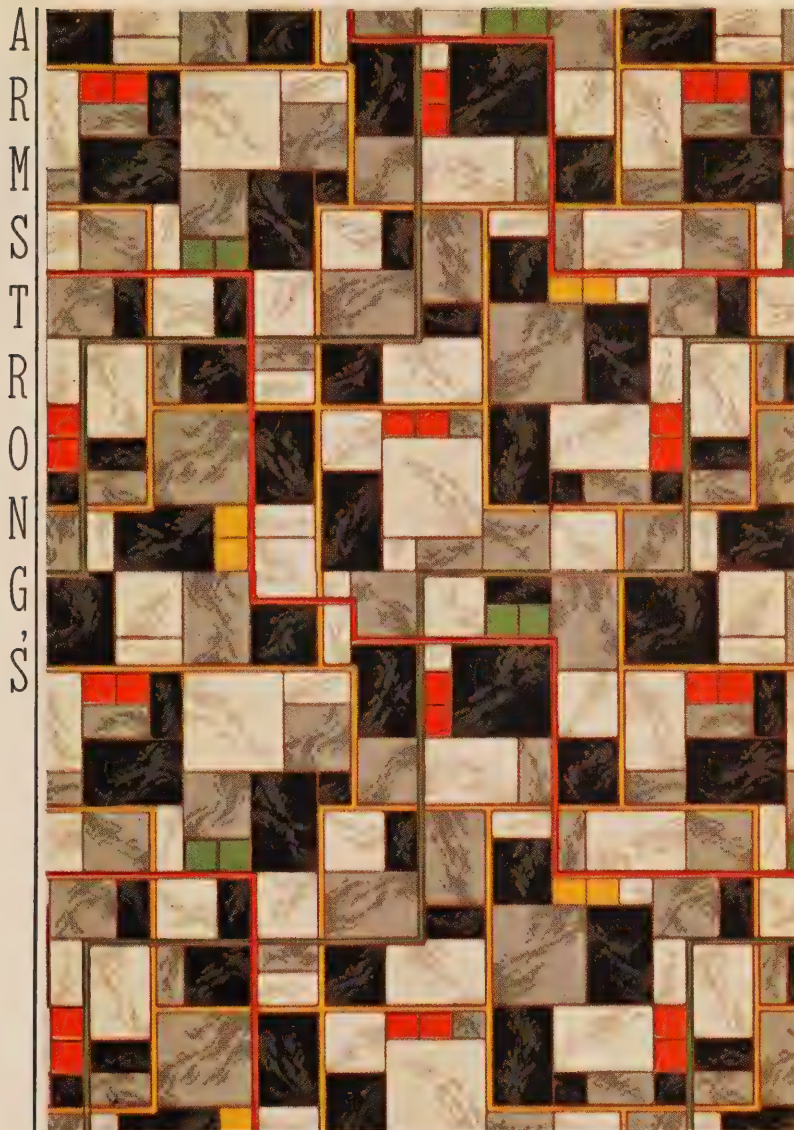
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No. 2730 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 and 3 yards wide
Code Words: 2 yards...FBLIN, 3 yards...FBCZA



No. 2740 Armstrong's Quaker Floor Covering
 (Plate shows approx. $1\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...FBLOK, 3 yards...FBLUB, $3\frac{3}{4}$ yards...FBLYF



No. 2750 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBUTA



No. 2751 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBUYZ

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 2760 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBOSP

ARMSTRONG'S QUAKER FLOOR COVERING



No. 2761 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBOTS

ARMSTRONG'S QUAKER FLOOR COVERING

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No. 21070 Armstrong's Quaker Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...DEITOGA, 3 yards...DEOMAKU, $3\frac{3}{4}$ yards...DEOMALC



No. 21073 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3 $\frac{3}{4}$ yards wide
Code Words: 2 yards...FBYMS, 3 yards...FBCZU, 3 $\frac{3}{4}$ yards...FBDAD



No. P200 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCIBNOK



No. P210 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCCIR



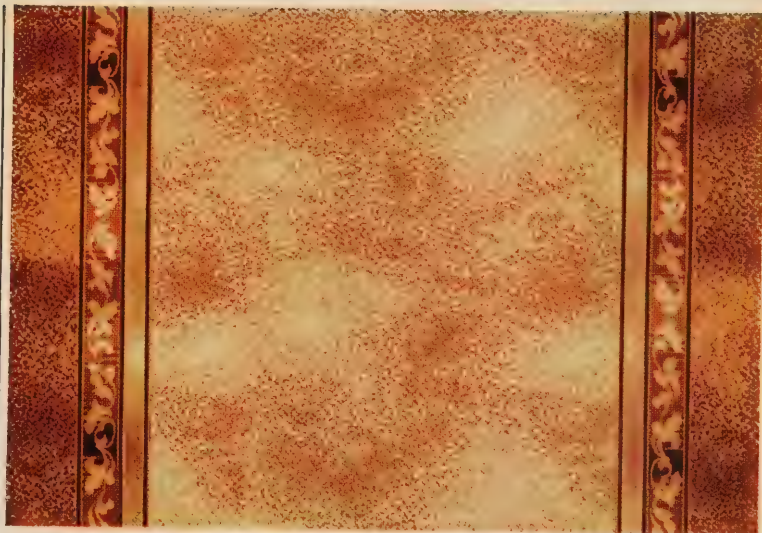
No. P220 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCJAR



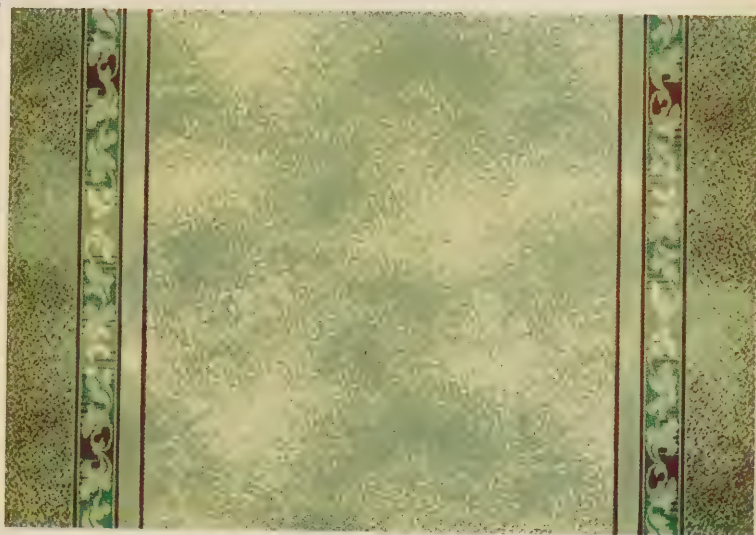
No. P221 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCWAT

ARMSTRONG'S QUAKER PASSAGE COVERING

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No. P230 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 and 36 inches wide
Code Words: 24 inches...SCMAC, 36 inches...SCGOW



No. P231 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 and 36 inches wide
Code Words: 24 inches...SCMEZ, 36 inches...SCGUR

ADEQUATE SIZE RUGS AND FLOOR COVERING FOR THE LARGER ROOMS IN THE HOUSE

DEMAND for large rugs is growing, since the dimensions of the average room are about 13' x 17', with many rooms, especially in rural districts, much larger. There are several advantages of large rugs: (1) There is a definite style trend toward bringing the floor covering closer to the walls. (2) The larger the rug, the more spacious and luxurious the room appears. (3) The upkeep of the bare floor is less when larger rugs are used.

Adequate Size Rugs—When everyone followed the tradition that there should be a large margin of floor around a rug, the 9' x 12' size became the accepted standard, although woefully inadequate for many rooms. It also was impossible to obtain a felt-base rug wider than 9', for none was made. Now it is no longer necessary to "get along" with a 9' x 12'. For Quaker and Standard Rugs are

made in 11 $\frac{1}{4}$ ' x 12' and 11 $\frac{1}{4}$ ' x 15' sizes, offered only by Armstrong. These larger rugs fit into the average room so much more attractively, yet there is no exorbitant surcharge over the smaller sizes. In most stores, the extra cost per square yard of an 11 $\frac{1}{4}$ ' x 15' Quaker Rug over a 9' x 12' is only a few cents.

Porch Rugs—Another exclusive Quaker Rug—size 6' x 11 $\frac{1}{4}$ '—is especially adapted for long narrow porches. This rug is made in four patterns, 4520, 4831, 4931, and 4950.

Seamless Floors—For persons desiring an all-over-the-floor covering without seams,

Armstrong's Quaker and Standard Floor Covering is available in the 11 $\frac{1}{4}$ ' width. Rooms in which one dimension is 11 $\frac{1}{4}$ ' or less, may be covered without a seam. In larger rooms the number of seams is reduced. Wide coverings are also an exclusive Armstrong feature.



This attractive display card calling attention to the 11 $\frac{1}{4}$ ' x 12' and 11 $\frac{1}{4}$ ' x 15' Quaker Rugs acts as an excellent reminder.

STANDARD RUGS AND FLOOR COVERING OFFER EXTRA VALUE IN LOW PRICE FIELD

ARMSTRONG'S Standard Rugs are medium grade felt-base rugs that are unusually beautiful and serviceable, yet are lower in price than Armstrong's Quaker Rugs. Their quality and the character of their designs and colorings set them definitely apart in the low

price field and the fact that they bear the Armstrong label gives full assurance of their reliability.

Armstrong's Standard Floor Covering, like the Standard Rugs, combines great breadth of design and popular colorings with an attractive price that assures outstanding value.

DISTINCTIVE DESIGNS INTRODUCED

Standard Rugs—Two new patterns—11600 and 11601—are of the hooked rug type and they are so full of richly interwoven colors that they appear to have an almost indefinite number of different shades. The predominating colors in 11600 are green and a range of browns and tans. The second coloring of this beautiful rug design, found in 11601, leans toward cooler colors, although warmth is not lacking. Greens and blues strongly accent a taupe background.

The third new Standard Rug—4292—is of Persian inspiration. The field is rich Oriental red, with accenting tones of blues, greens, ivory, and gold. Another Persian effect is presented in 4290 in the tan to brown color range.

Floral designs, always prime favorites, are available in the following attractive patterns; 4006, 4009, 4250, 4330, 4331, 4340, 4360, 11550 and 11551. Excellent adaptations of the jig saw theme are found in 4320, in a combination of tan, brown, and green colorings, and in 4321, a black and white effect that is smartly executed. Pleasing jig saw patterns also are featured in 11560, which has a green,

brown, and ivory color combination, and in 11561, in which beige and ivory tones are strongly accented with blue.

A small tile pattern in warm colors is presented in 4350, black tiles in the border treatment and in the field accenting the green, brown, and tan tones. Of Chinese inspiration, 11590 is an especially interesting rug.

Standard Floor Covering—A new tile design with a jig saw motif is found in 11100. The color combination also is distinctly new. Big areas of black textured with sienna are in smashing contrast to the tan-ivory background color and the scarlet accents. The same new design is offered in 11101, with colorings of ivory, coffee tan, and rich green, accented with burnt orange and burnt umber. Another new design note is struck in 12270 and 12271, in which detached groups of tiles are contrasted against an allover background. An allover ivory field in 12270 is combined with tones of jade and antique green, with maize accent tiles. In 12271 the allover tan background has detached tiles of warm gray, golden brown, and burnt sienna, with green accent blocks.



(PLATE SHOWS APPROX. 1/8 SCALE)

No. 4006 Standard Rug

6' x9'...FRAYVIZ
7 1/2' x9'...FRAYWEV
9' x9'...FRIBFRI

9' x10 1/2'...FRAYXAD
9' x12'...FRAYXUS

9' x15'...FRIGUCS
11 1/4' x12'...FRIXGUB
11 1/4' x15'...FRIXHAY

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/8 SCALE)

6' x 9'...FRIWYHE
7 1/2' x 9'...FRIWYOZ

No. 4009 Standard Rug

9' x 9' ...FRIWYSU
9' x 10 1/2'...FRIXAPT

9' x 12'...FRIXBAR
9' x 15'...FROGDOT



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x 9'...FRALB
7 1/2' x 9'...FRAMS
9' x 9'...FRNYN

No. 4250 Standard Rug

9' x 10 1/2'...FRANK
9' x 12'...FRAOV

9' x 15'...FRIMA
11 1/4' x 12'...FRAPY
11 1/4' x 15'...FRARG



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...FRFIJ
7½'x9'...FRFLO
9' x9'...FRTAY

No. 4290 Standard Rug

9'x10 ½'...FRFON
9'x12' ...FRFRU

9' x15'...FRTEH
11¼'x12'...FRFUH
11¼'x15'...FRFYS



(PLATE SHOWS APPROX. 1/6 SCALE)

6'x9'...FRYUR

No. 4292 Standard Rug

7 1/2'x 9' ...FRZAW

9' x10 1/2'...FRZDY

9'x12'...FRZEV



(PLATE SHOWS APPROX. 1/6 SCALE)
6'x9'...**FROBO**

No. 4310 Standard Rug
7½'x 9' ...**FROCE**
9' x10 ½'...**FRODS**

9'x12'...**FROER**



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...FROHM
7 1/2'x9'...FROIV
9' x9'...FRINU

No. 4320 Standard Rug

9'x10 1/2'...FROKI
9'x12' ...FROIP

9' x15'...FRIPO
11 1/4'x12'...FRIAX
11 1/4'x15'...FRIES



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x 9'...FRONF
7 1/2' x 9'...FROOL

No. 4321 Standard Rug

9' x 10 1/2'...FRORB
9' x 12'...FROSK

11 1/4' x 12'...FRSTE
11 1/4' x 15'...FRSPY



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...**FROTH**
7 1/2'x9'...**FROUG**
9' x9'...**FRISH**

No. 4330 Standard Rug

9'x10 1/2'...**FROVY**
9'x12'...**FRGAV**

9' x15'...**FRIUM**
11 1/4'x12'...**FREOC**
11 1/4'x15'...**FRERX**



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...FRSOV
7 1/2' x9'...FRSKA
9' x9'...FRSHU

No. 4331 Standard Rug

9' x10 1/2'...FRSFO
9' x12' ...FRSEZ

9' x15'...FRSBI
11 1/4' x12'...FRSAW
11 1/4' x15'...FRZUS



(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4340 Standard Rug

6' x 9'...FRSAL
7 1/2' x 9'...FRSER
9' x 9'...FRZUP

9' x 10 1/2'...FRSIS
9' x 12'...FRSOP

9' x 15'...FRZVU
11 1/4' x 12'...FRSUN
11 1/4' x 15'...FRTEB

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...FRISD
7½'x9'...FRITO
9' x9'...FRZYK

No. 4350 Standard Rug

9'x10½'...FRIUK
9'x12' ...FRWIP

9' x15'...FRAAM
11¼'x12'...FRWOP
11¼'x15'...FRWUT



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x 9'...FRWYE
7 1/2' x 9'...FRXAE
9' x 9'...FRAED

No. 4360 Standard Rug

9' x 10 1/2'...FRXBI
9' x 12'...FRXEZ

9' x 15'...FRAFS
11 1/4' x 12'...FRAPF
11 1/4' x 15'...FRASN



(PLATE SHOWS APPROX. 1/6 SCALE)

6'x9'...FRPVI

No. 11550 Standard Rug

7½'x 9' ...FRPYL

9' x10½'...FRTAF

9'x12'...FRTDE



(PLATE SHOWS APPROX. 1/6 SCALE)
6'x9'...FRTEC

No. 11551 Standard Rug
7 1/2' x 9' ...FRTHA
9' x 10 1/2' ...FRTIL
9'x12'...FRTMO

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(PLATE SHOWS APPROX. 1/6 SCALE)

6'x9'...FRTOG

No. 11560 Standard Rug

7½'x 9' ...FRTSU

9' x10 ½'...FRTTY

9'x12'...FRTUP



(PLATE SHOWS APPROX. 1/6 SCALE)
6'x9'...FRTYV

No. 11561 Standard Rug
7 1/2'x 9' ...FRTZI
9' x10 1/2'...FRUAY

9'x12'...FRUEH

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(PLATE SHOWS APPROX. 1/6 SCALE)

6' x 9'...FROGZ
7 1/2' x 9'...FROIC

No. 11590 Standard Rug

9' x 10 1/2'...FROJE
9' x 12'...FROKU

11 1/4' x 12'...FREMI
11 1/4' x 15'...FRELC



(PLATE SHOWS APPROX. 1/6 SCALE)

6' x9'...FRVOR
7½'x9'...FRVUZ
9' x9'...FRAIK

No. 11600 Standard Rug

9'x10½'...FRWAL
9'x12' ...FRWER

9' x15'...FRCLO
11¼'x12'...FRWIS
11¼'x15'...FRGEK

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(PLATE SHOWS APPROX. 1/6 SCALE)

6' x 9'...FRWUN
7 1/2' x 9'...FRWYA

No. 11601 Standard Rug

9' x 9'...FRCRA
9' x 10 1/2'...FRXAR

9' x 12'...FRXIZ
9' x 15'...FRDAS



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No. 11051 Standard Floor Covering
(Size of Blocks—4 1/2" x 4 1/2") 2, 3, and 3 3/4 yards wide
Code Words: 2 yards...TFGOY, 3 yards...TFGEX, 3 3/4 yards...TFTIS

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No. 11052 Standard Floor Covering
 (Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...TFGRE, 3 yards...TFGIV, $3\frac{3}{4}$ yards...TFOUX



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No. 11060 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFPKO

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No. 11090 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFMIG



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No. 11100 Standard Floor Covering
(Plate shows approx. $\frac{1}{5}$ scale) 2 yards wide only
Code Word—TFVAK

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No. 11101 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFVID



No. 12200 Standard Floor Covering

(Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide

Code Words: 2 yards...TFIAH, 3 yards...TFCYR, 3 3/4 yards...TFDAS



No. 12221 Standard Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...TFCTI, 3 yards...TFOXT, $3\frac{3}{4}$ yards...TFETI



No. 12240 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFJYR

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No. 12241 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFGOV



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No. 12250 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
Code Words: 2 yards...TFHZO, 3 yards...TFIDY, 3 3/4 yards...TFIEV

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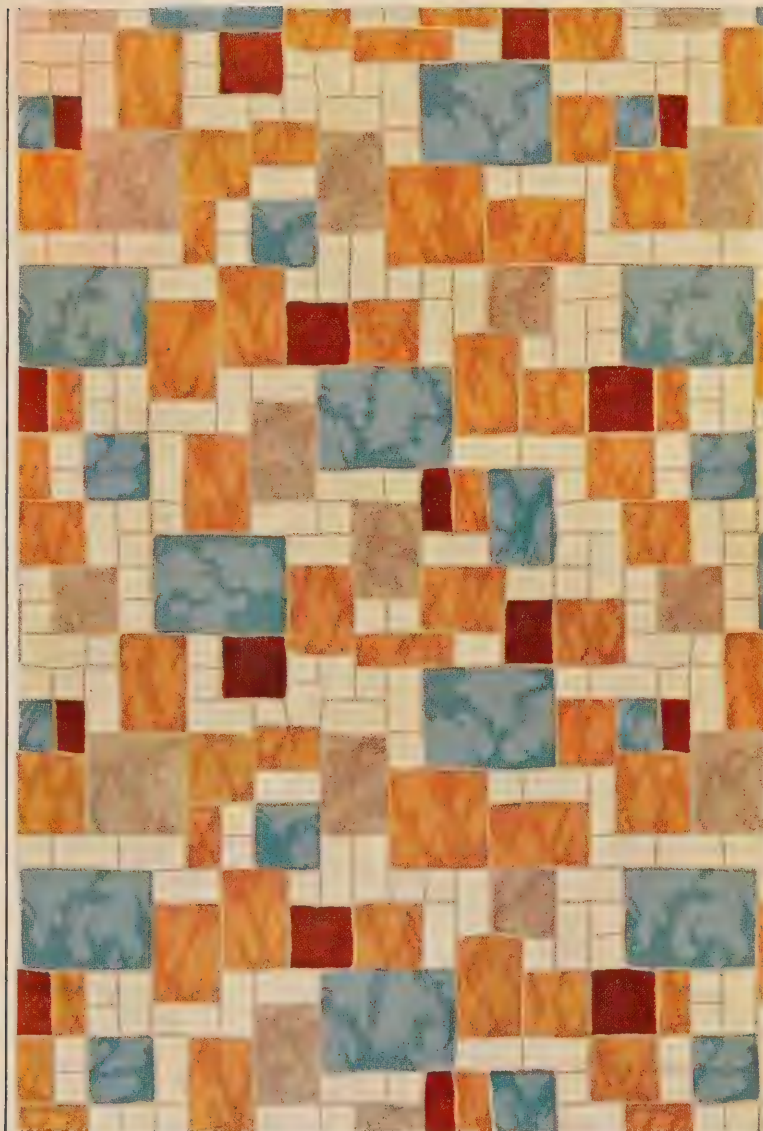


No. 12251 Standard Floor Covering
 (Plate shows approx. 1/5 scale) 2, 3, and 3 3/4 yards wide
 Code Words: 2 yards...TFILK, 3 yards...TFBYE, 3 3/4 yards...TFCAR



No. 12260 Standard Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...TFGET, 3 yards...TFTHY, $3\frac{3}{4}$ yards...TFTEJ

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No. 12261 Standard Floor Covering

(Plate shows approx. 1/5 scale) 2, 3, and 3 1/4 yards wide

Code Words: 2 yards...TFKIT, 3 yards...TFGTI, 3 1/4 yards...TFGUS



No. 12262 Standard Floor Covering
 (Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide
 Code Words: 2 yards...TFGVY, 3 yards...TFGZE, $3\frac{3}{4}$ yards...TFHAK

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No. 12270 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFOWI



No. 12271 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFOXO

ARMSTRONG'S STANDARD FLOOR COVERING

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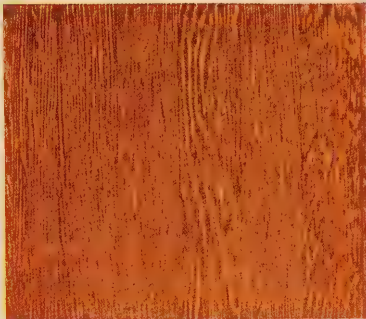
No. 30000 Standard Floor Covering

(Plate shows approx. $\frac{1}{5}$ scale) 2, 3, and $3\frac{3}{4}$ yards wide

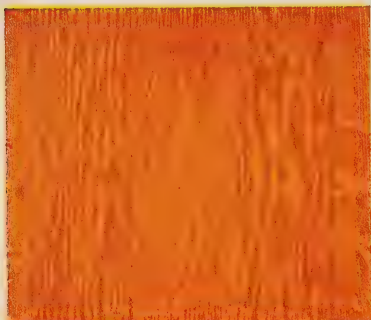
Code Words: 2 yards...MFOJSAN, 3 yards...MFOJSEJ, $3\frac{3}{4}$ yards...MFOJSIS



No. 50 Rug Border. (Plate shows approx. 1/5 scale) 24 inches, 36 inches, and 2 yards wide.
Code Words: 24 inches...RBASNOP, 36 inches...RBASOAP, 2 yards...RBAVAPY



No. 51 Rug Border. (Plate shows approx. 1/5 scale) 24 and 36 inches wide.
Code Words: 24 inches...RBASOEJ
36 inches...RBASOHI



No. 52 Rug Border. (Plate shows approx. 1/5 scale) 24 inches, 36 inches, and 2 yards wide.
Code Words: 24 inches...RBASONC, 36 inches...RBASOPS, 2 yards...RBAVARZ



No. 55 Rug Border. (Plate shows approx. 1/5 scale) 36 inches and 2 yards wide.
Code Words: 36 inches...RBEEXE
2 yards...RBAVATO



No. 54 Rug Border
(Plate shows approx. 1/5 scale) 24 and 36 inches wide
Code Words: 24 inches...RBASOWK, 36 inches...RBASOYG

PLEASING TO EYE AND PURSE ALIKE— ARMSTRONG'S LINOWALL

ARMSTRONG'S Linowall provides a permanent wall covering that is warm and colorful; sanitary and durable; does not fade, or readily spot or stain; and is easily kept clean. Yet with all its advantages Linowall is available at about half the cost of hard tile and over a period of years is even more economical than paint.

In the home, Linowall is especially suitable for walls in

the bathroom, kitchen, pantry, breakfast room, sun parlor, hall, library, recreation room, and entry. For commercial and institutional buildings, Linowall has proved particularly popular in restaurants, drug stores, beauty parlors, barber shops, grocery stores, meat markets, hospitals, schools, hotels, apartment houses, offices, and clubs. Armstrong's Linowall may be used for ceilings as well as for walls.

WHAT LINOWALL IS AND DOES

Resiliency—Linowall is a resilient, inlaid linoleum composition, firmly calendered on a closely woven fabric backing. Because of the flexibility of Linowall, inside and outside corners can be rounded without seams, leaving no place for dust to gather. Also, Linowall does not tear or gouge when struck.

Permanency and Ease of Cleaning—The heavy facing of inlaid colors, almost $\frac{1}{8}$ of an inch thick, insures a colorful wall that never grows old. An installation of Linowall puts an end to wall refinishing. Dirt marks are easily removed by washing. Linowall will not fade even in the brightest sunlight. Nor will surface moisture affect it because Linowall is waterproof. And the special adhesive which seals Linowall to the wall forms a permanent bond, making this durable material a lifetime wall of beauty and sanitation.

Beautiful Colorings—The wide range of colors available in Linowall makes possible a practically endless variety of decorative effects. There are

plain marbles, block type marbles, tiles (for wainscoting), and attractive wood effects. The illustrations shown on pages 30, 59, 82, 107, and 324 indicate the beauty of Linowall patterns applied to various interiors.

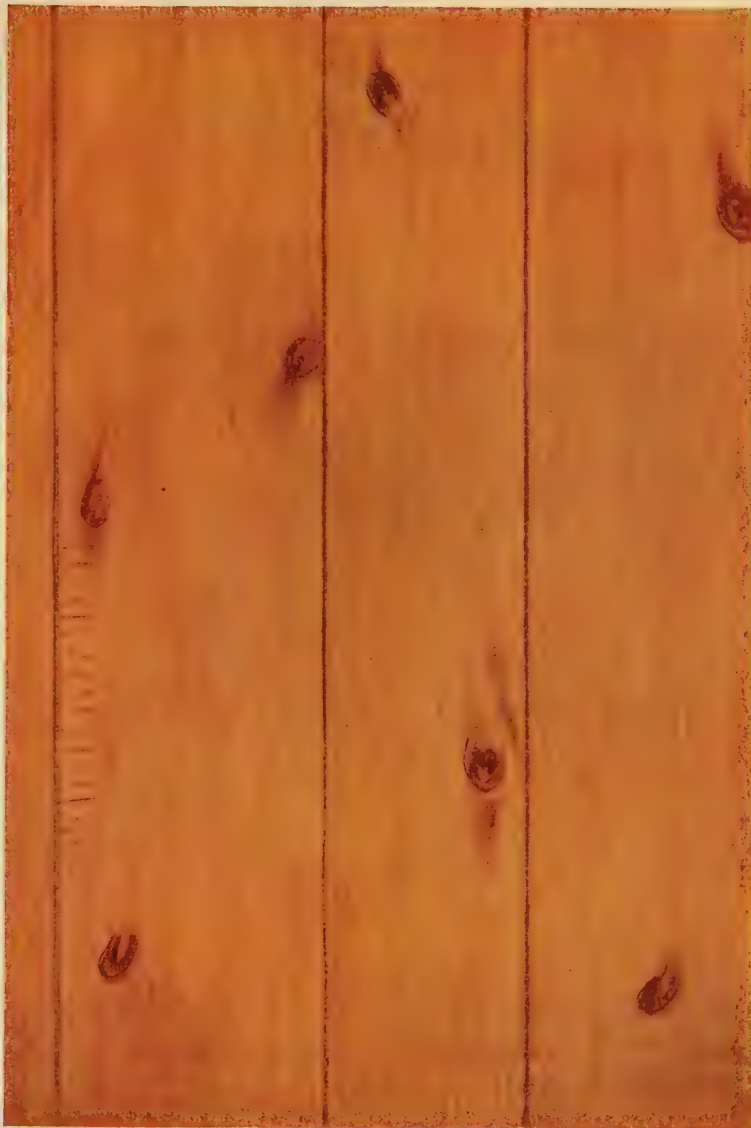
Ideal with Linoleum Floor—For the most desirable effects, Armstrong's Linowall should be used with a floor of Armstrong's Linoleum. The similarity of texture and the wide variety of patterns and colorings in both materials make this a natural combination. Another Armstrong product, linoleum-faced cove and base, is used to join the walls to the floor, making it easy to keep dust and dirt out of corners, and completing the harmonious feeling of the entire room.

Easy to Install—Armstrong's Linowall may be installed with ease by any experienced linoleum layer who has studied the contents of the manual, "How to Install Armstrong's Linowall." A complete course of instruction is also available for layers at Lancaster.



This modern soil-proof kitchen has a floor of Armstrong's Embossed Inlaid Linoleum No. 5441 and walls of Armstrong's Ivory Linowall No. 743. The cabinet tops are plain linoleum, Canary Yellow No. 48.

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No. 900 Knotty Pine Linowall
2 yards wide
Code Word—LWZAJ



No. 700 Green Linowall

1 and 2 yards wide

Code Words: 1 yard...LWITZ, 2 yards...LWIUB



No. 701 Orchid Linowall

1 and 2 yards wide

Code Words: 1 yard...LWIVO, 2 yards...LWIWE



No. 702 Travertine Linowall

1 and 2 yards wide

Code Words: 1 yard...LWIXI, 2 yards...LWIYF

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No. 703 Black Linowall

1 and 2 yards wide

Code Words: 1 yard...LWVEN, 2 yards...LWVIP

No. 704 Ivory Linowall

1 and 2 yards wide

Code Words: 1 yard...LWOLG, 2 yards...LWONN

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No. 705 Peach Linowall

1 and 2 yards wide

Code Words: 1 yard...LWOOB, 2 yards...LWOPH



No. 720 Green Linowall

1 and 2 yards wide

Code Words: 1 yard...LWJIT, 2 yards...LWJUS



No. 721 Tan Linowall
1 and 2 yards wide
Code Words: 1 yard...LWKAS, 2 yards...LWKET



No. 722 Blue Linowall
1 and 2 yards wide

Code Words: 1 yard...LWK OY, 2 yards...LWKRE



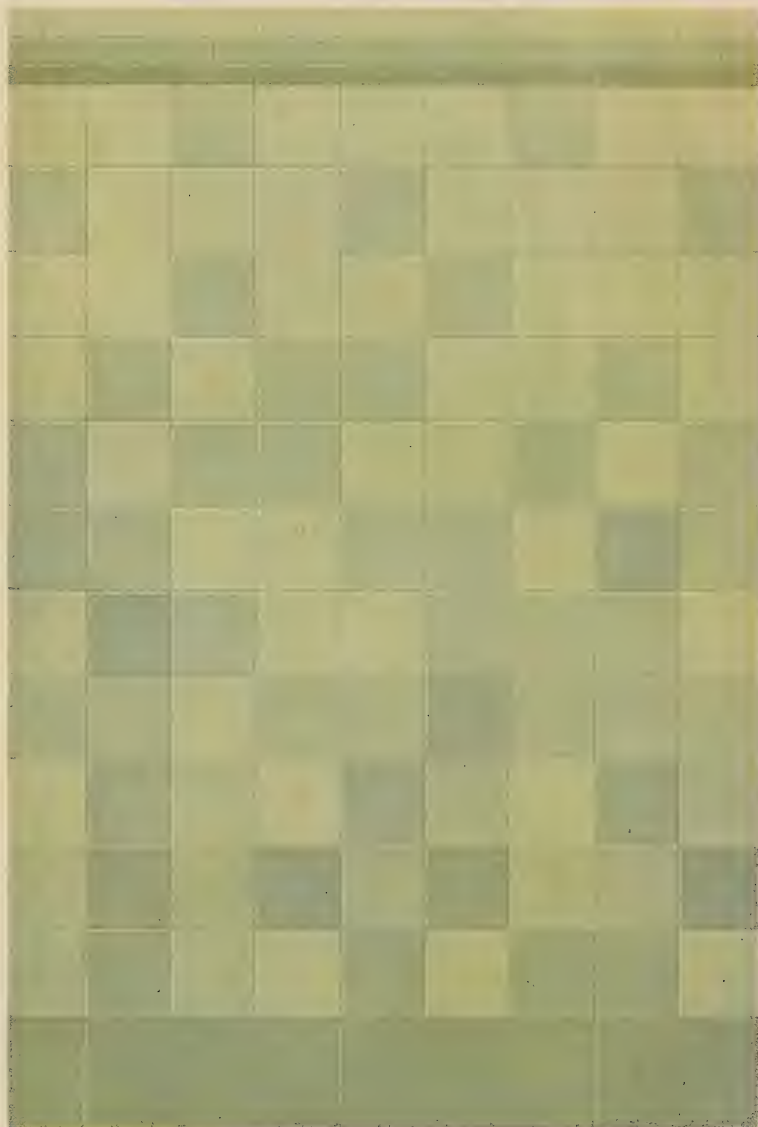
No. 723 Yellow Linowall
1 and 2 yards wide
Code Words: 1 yard...LWLAF, 2 yards...LWLEC

No. 735 Pine Linowall
1 and 2 yards wide

Code Words: 1 yard...LWLOG, 2 yards...LWLUP



No. 736 Walnut Linowall
1 and 2 yards wide
Code Words: 1 yard...LWLYV, 2 yards...LWMAB



**No. 740 Green Linowall—(Wainscoting 54 inches high)
2 yards wide only
Code Word—LWMID**

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No. 741 Tan Linowall—(Wainscoting 54 inches high)
2 yards wide only
Code Word—LWMUX



No. 742 Orchid Linowall—(Wainscoting 54 inches high)
2 yards wide only
Code Word—LWNAL

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No. 743 Ivory Linowall—(Wainscoting 54 inches high)
2 yards wide only
Code Word—LWHUF

HOW TO INSTALL ARMSTRONG'S LINOWALL

ARMSTRONG'S Linowall fills a long-felt need for a wall covering which, at reasonable cost, offers the advantages of permanence, beauty, sanitation, and ease of cleaning. As an inexpensive, practical, and permanent wall covering, Linowall has developed into a good source of extra volume and profit in many stores selling linoleum.

Success in merchandising Linowall depends largely upon the store's installation force. The illustrations shown below and on the opposite page are the major steps in the procedure for installing Linowall. Full particu-

lars covering all practical points are available in the free manual of instruction, "How to Install Armstrong's Linowall." The specific procedure illustrated and explained in this manual is based, not on theory, but on the practical experience of mechanics working on actual installations under supervision of the Armstrong Laying School and Testing Laboratory.

By careful study and close application of the methods described in this manual, any good linoleum layer can quickly master the operations and become skilled in the work.



1. Remove paint, paper, etc., and repair cracks and holes with patching plaster. Round inside corners to $\frac{3}{8}$ -inch radius with plaster or Linowall fillet. Make sure all plaster is dry.



2. After cutting the Linowall, spread the paste as shown at the right. Then roll paste (left) to remove ridges and develop tackiness. Apply paste for but one width of material at a time.

TO OBTAIN A BEAUTIFUL FINISHED WALL



3. When applying to ceiling height, roll the Linowall face in for easier handling. Start at the top, and unroll toward the floor. Note overlap with adjoining piece.



4. Smooth the Linowall with the hands, starting with the center and working toward the edges. In this way air bubbles are expelled and a good bond is obtained.

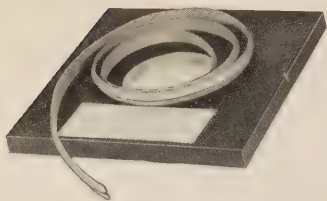


5. Seams should be tightly butted or lap-cut, depending on pattern used. For lapped seams cut through both pieces at once, using straightedge or chalk line for a guide.



6. The seam should be rolled immediately after cutting with an Armstrong's Seam Roller. This assures a firm bond to the wall and a neat, tight joint that will not peak or curl.

ARMSTRONG'S LINOWALL SUNDRIES



CORNER FILLET. Applied in inside corners to build them up to the required radius.

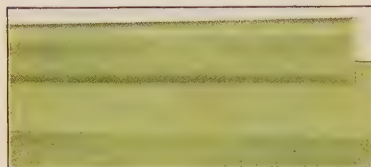


PASTE ROLLER for rolling paste to eliminate ridges left by the paste spreader. Rolling also develops greater tackiness.

Sundries needed for laying linoleum shown on pages 14 and 15.



METAL CAP STRIPS in 6-foot lengths. Colors: buff, ivory, blue, orchid, green, brown, black, chromium. Formed inside, outside corners made in stock colors.

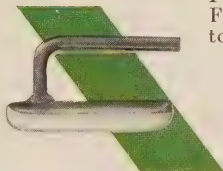


SCORED WOOD CAP MOLDING for tile patterns. Supplied in 9-foot lengths, two to a package. Colors: white, green, blue, yellow, orchid, and black.

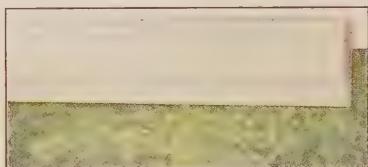
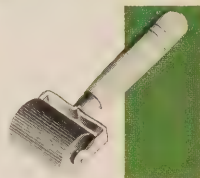
FILLET FORMING TOOL for rolling and shaping fillet strip to $\frac{3}{8}$ -inch radius after fillet is applied to inside corner with Linowall Paste.



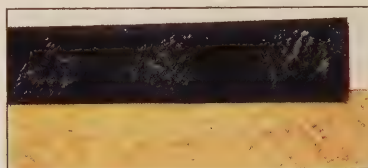
INSIDE CORNER FORMING TOOL. Used to shape patching plaster to required $\frac{3}{8}$ -inch radius. Also useful for pressing Linowall into inside corners.



SEAM ROLLER. Used to insure a firm bond with wall at seams and to secure tight joints that will not peak or curl.



PLAIN WOOD CAP MOLDING for finishing marble patterns particularly. Supplied in 9-foot lengths, two to a package. Colors: black and white.



LINOTILE CAP MOLDING for marble patterns. Supplied in 3-foot lengths, six to a package. Colors: black, dark brown, black marble, and white marble.

METAL BACK AND NEW FLASH TYPE COVE AND BASE MEET EVERY NEED

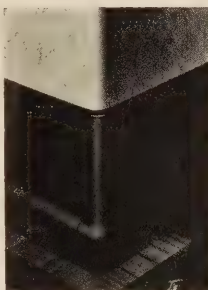
ANY linoleum floor becomes more attractive when a neat, colorful cove and base forms a sanitary rounded joining at the walls. Armstrong offers two types, the Metal Back and the Flash Type, in 4½- and 6-in. heights.

In the Metal Back, a metal binding strip is nailed to the wall and a shaped metal piece, faced with appropriate colors of Armstrong's Linoleum or Armstrong's Linowall, is inserted under the strip. Then the free end is nailed

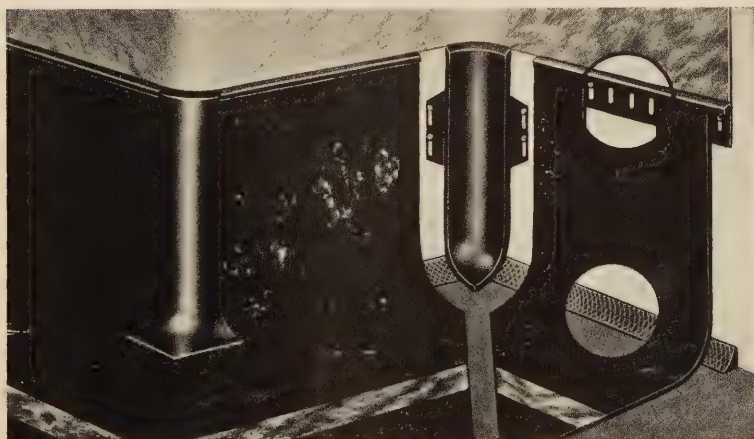
to the floor, and the border linoleum cemented over it flush with the facing of the cove. This Metal Back type is ideal where the plaster of the walls does not reach the floor.

With the Flash Type, the metal binding-strip is used, but not the metal backing. Instead, Armstrong's 5⁄8-in. Fillet Strip, which is a fabric-covered plastic core,

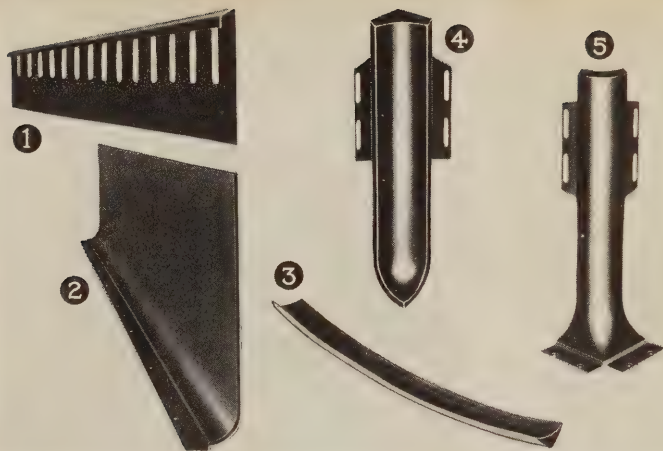
is laid on the underfloor or lining felt to form a curving surface from floor to wall. Then linoleum of 1⁄8-in. gauge or less, in any



Armstrong's Metal Back Cove and Base.



Flash Type Cove and Base with linoleum drawn back from inside corner to show method of installation. Note absence of seams where floor meets wall. Metal binding strip and corners are same as for Metal Back Cove and Base.



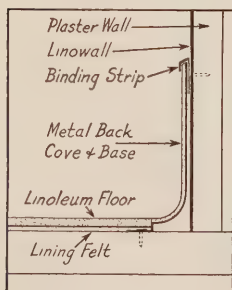
PARTS FOR FLASH TYPE AND METAL BACK COVE AND BASE

Flash Type Cove and Base requires metal binding strip (1), fillet (3), and inside (4) and outside (5) metal corners. Metal Back type requires metal binding strip (1), linoleum-covered metal backing (2), and corners (4 and 5). Flash Type does not require (2). Metal Back type does not require (3). Specifications for installing either type are available upon request.

pattern, is slipped under the binding strip, curved over the fillet, and cemented flush with the field or border. At corners, Armstrong's standard metal inside and outside corner pieces provide the necessary finish.

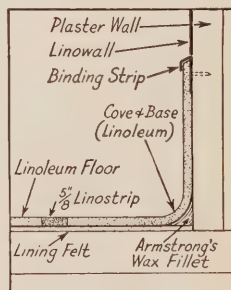
The economical Flash Type

Cove and Base permits use of any color of linoleum and eliminates seams close to the wall. The fabric-covered plastic fillet comes in handy coils, easy to carry and always ready to use. It forms a solid backing and is not affected by moisture.



RIGHT—Method of installing Armstrong's Flash Type Cove and Base. Linoleum is pasted to felt, fillet, and plaster. Metal backing is not necessary.

LEFT—Method of installing Armstrong's Metal Back Cove and Base. Note linoleum-covered, self-supporting metal backing and absence of fillet.



SUGGESTED BORDER TREATMENTS

To assist you in planning suitable border treatments, the Armstrong Bureau of Interior Decoration has made up this list of suggested combinations for all of the patterns in Armstrong's Plain, Jaspé, Marbelle, and Inlaid Linoleum.

PLAIN LINOLEUM			
Pattern	Border	Linostrips	
20	46	1 1/2" - 25	5/8" - 23
	25	1 1/2" - 41	5/8" - 48
	29	5/8" - 28	1 1/2" - 43
21	21	1 1/2" - 42	5/8" - 23
	27	1 1/2" - 42	5/8" - 48
	46	5/8" - 20	1 1/2" - 28
22	27	1 1/2" - 22	5/8" - 23
	29	5/8" - 42	1 1/2" - 43
	21	1 1/2" - 42	5/8" - 48
23	06	5/8" - 27	1 1/2" - 08
	27	1 1/2" - 22	5/8" - 26
	40	1 1/2" - 23	5/8" - 40
25	017	5/8" - 27	1 1/2" - 01
	47	1 1/2" - 41	5/8" - 47
	46	1 1/2" - 20	5/8" - 28
26	46	1 1/2" - 28	5/8" - 46
	27	1 1/2" - 40	5/8" - 23
	21	5/8" - 22	1 1/2" - 42
27	27	1 1/2" - 41	5/8" - 48
	27	1 1/2" - 22	5/8" - 23
	28	5/8" - 27	1 1/2" - 28
28	46	5/8" - 28	1 1/2" - 20
	47	1 1/2" - 25	5/8" - 41
	46	1 1/2" - 40	5/8" - 46
29	25	1 1/2" - 03	5/8" - 25
	29	5/8" - 23	1 1/2" - 43
	46	1 1/2" - 20	5/8" - 28
40	27	1 1/2" - 26	5/8" - 23
	40	1 1/2" - 29	5/8" - 23
	46	5/8" - 48	1 1/2" - 41
41	46	1 1/2" - 48	5/8" - 23
	27	5/8" - 26	1 1/2" - 27
	47	5/8" - 41	1 1/2" - 25
42	21	1 1/2" - 42	5/8" - 21
	47	1 1/2" - 26	5/8" - 43
	46	5/8" - 28	1 1/2" - 46
43	29	1 1/2" - 40	5/8" - 23
	21	1 1/2" - 29	5/8" - 42
	29	1 1/2" - 02	5/8" - 23
46	46	1 1/2" - 20	5/8" - 28
	46	5/8" - 20	1 1/2" - 40
	09	5/8" - 46	1 1/2" - 09
47	47	1 1/2" - 25	5/8" - 41
	43	5/8" - 23	1 1/2" - 43
	27	1 1/2" - 25	5/8" - 48
48	47	1 1/2" - 25	5/8" - 41
	46	1 1/2" - 20	5/8" - 46
	21	5/8" - 43	1 1/2" - 42

JASPÉ LINOLEUM

010	47	1 1/2" - 14	5/8" - 23
	43	1 1/2" - 47	5/8" - 43
	42	5/8" - 47	1 1/2" - 012
011	19	1 1/2" - 42	5/8" - 21
	25	1 1/2" - 012	5/8" - 47
	21	5/8" - 41	1 1/2" - 48
012	43	5/8" - 40	1 1/2" - 43
	47	5/8" - 43	1 1/2" - 25
	14	1 1/2" - 43	5/8" - 42

JASPÉ LINOLEUM (continued)			
Pattern	Border	Linostrips	
12	20	5/8" - 46	1 1/2" - 25
	27	1 1/2" - 26	5/8" - 40
	29	1 1/2" - 12	5/8" - 43
13	22	1 1/2" - 26	5/8" - 48
	29	5/8" - 23	1 1/2" - 43
	27	1 1/2" - 22	5/8" - 40
14	47	1 1/2" - 26	5/8" - 23
	29	5/8" - 47	1 1/2" - 43
	47	1 1/2" - 15	5/8" - 48
15	27	1 1/2" - 22	5/8" - 23
	22	5/8" - 23	1 1/2" - 40
	27	5/8" - 26	1 1/2" - 41
16	17	1 1/2" - 28	5/8" - 46
	46	1 1/2" - 25	5/8" - 41
	20	1 1/2" - 42	5/8" - 21
17	46	1 1/2" - 48	5/8" - 46
	20	5/8" - 46	1 1/2" - 40
	17	5/8" - 46	1 1/2" - 16
18	29	1 1/2" - 40	5/8" - 23
	46	1 1/2" - 43	5/8" - 28
	25	5/8" - 29	1 1/2" - 20
19	21	1 1/2" - 42	5/8" - 23
	27	1 1/2" - 42	5/8" - 27
	21	5/8" - 48	1 1/2" - 42

MARBELLE LINOLEUM

01	017	1 1/2" - 03	5/8" - 25
	021	5/8" - 26	1 1/2" - 25
	02	1 1/2" - 40	5/8" - 27
02	02	1 1/2" - 018	5/8" - 03
	27	1 1/2" - 26	5/8" - 40
	08	5/8" - 23	1 1/2" - 42
03	021	1 1/2" - 03	5/8" - 021
	29	5/8" - 23	1 1/2" - 43
	02	5/8" - 41	1 1/2" - 40
05	05	5/8" - 25	1 1/2" - 09
	46	1 1/2" - 28	5/8" - 26
	27	5/8" - 23	1 1/2" - 27
06	21	1 1/2" - 08	5/8" - 23
	02	5/8" - 23	1 1/2" - 27
08	06	1 1/2" - 020	5/8" - 08
	06	1 1/2" - 42	5/8" - 21
	27	1 1/2" - 020	5/8" - 25
09	021	5/8" - 06	1 1/2" - 03
	05	1 1/2" - 09	5/8" - 05
	017	5/8" - 23	1 1/2" - 25
017	46	1 1/2" - 20	5/8" - 41
	017	5/8" - 23	1 1/2" - 01
	25	1 1/2" - 23	5/8" - 27
018	46	5/8" - 25	1 1/2" - 09
	021	1 1/2" - 03	5/8" - 021
	43	5/8" - 22	1 1/2" - 48
020	27	5/8" - 23	1 1/2" - 40
	017	5/8" - 020	1 1/2" - 08
	06	5/8" - 03	1 1/2" - 08
021	27	1 1/2" - 26	5/8" - 25
	021	1 1/2" - 03	5/8" - 40
	22	1 1/2" - 48	5/8" - 23
	017	1 1/2" - 09	5/8" - 25

SUGGESTED BORDER TREATMENTS (Continued)

MARBELLE LINOLEUM (continued)

Pattern	Border	Linostrips	
022	29	1 1/2" - 43	5/8" - 23
	43	5/8" - 27	1 1/2" - 22
	29	1 1/2" - 22	5/8" - 43
023	020	5/8" - 21	1 1/2" - 28
	46	5/8" - 23	1 1/2" - 46
	21	1 1/2" - 28	5/8" - 46
024	26	5/8" - 48	1 1/2" - 26
	27	1 1/2" - 25	5/8" - 48
	25	5/8" - 23	1 1/2" - 26

HANDMADE MARBLE INLAID HEAVY (1/8") GAUGE

61	017	1 1/2" - 27	5/8" - 23
	27	5/8" - 25	1 1/2" - 27
62*	47	1 1/2" - 26	5/8" - 47
	47	5/8" - 23	1 1/2" - 27
70	27	1 1/2" - 23	5/8" - 27
	27	5/8" - 40	1 1/2" - 27
73*	02	1 1/2" - 018	5/8" - 03
	27	5/8" - 23	1 1/2" - 27
85*	47	1 1/2" - 28	5/8" - 23
	47	1 1/2" - 09	5/8" - 47
89	03	1 1/2" - 89	5/8" - 03
	27	1 1/2" - 28	5/8" - 27
90	46	1 1/2" - 20	5/8" - 46
	02	1 1/2" - 90	5/8" - 26
152	27	1 1/2" - 28	5/8" - 27
	021	1 1/2" - 03	5/8" - 25
160	02	1 1/2" - 09	5/8" - 02
	27	5/8" - 28	1 1/2" - 29
161	27	5/8" - 48	1 1/2" - 27
	46	1 1/2" - 09	5/8" - 41
162*	27	5/8" - 41	1 1/2" - 27
	46	1 1/2" - 09	5/8" - 46

PARQUETRY INLAID HEAVY (1/8") GAUGE

520	17	1 1/2" - 16	5/8" - 17
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EMBOSSSED INLAID HEAVY (1/8") GAUGE

6028	27	5/8" - 26	1 1/2" - 25
	25	1 1/2" - 26	5/8" - 46
6180*	46	5/8" - 26	1 1/2" - 41
	20	1 1/2" - 26	1 1/2" - 28
6181*	21	1 1/2" - 28	5/8" - 42
	21	1 1/2" - 42	5/8" - 26
6182*	27	1 1/2" - 27	5/8" - 41
	20	5/8" - 27	1 1/2" - 25
6240	47	5/8" - 26	1 1/2" - 25
	27	1 1/2" - 25	5/8" - 28
6241	29	1 1/2" - 26	5/8" - 23
	22	1 1/2" - 43	5/8" - 41
6242	42	1 1/2" - 41	5/8" - 21
	21	5/8" - 25	1 1/2" - 42
6243	46	5/8" - 23	1 1/2" - 40
	46	5/8" - 40	1 1/2" - 26
6244	40	1 1/2" - 26	5/8" - 46
	27	1 1/2" - 26	5/8" - 28
6252*	22	1 1/2" - 26	5/8" - 27
	27	5/8" - 23	1 1/2" - 26
6253*	20	5/8" - 27	1 1/2" - 25
	25	1 1/2" - 05	5/8" - 22
6260	27	1 1/2" - 41	5/8" - 48
	42	1 1/2" - 40	5/8" - 26
	25	5/8" - 27	1 1/2" - 26
	27	1 1/2" - 25	5/8" - 27

EMBOSSSED INLAID HEAVY (1/8") GAUGE (continued)

Pattern	Border	Linostrips	
6271*	25	1 1/2" - 27	5/8" - 26
	27	5/8" - 22	1 1/2" - 25
6280*	46	1 1/2" - 20	5/8" - 28
	46	5/8" - 20	1 1/2" - 41
6290*	21	1 1/2" - 26	5/8" - 21
	27	5/8" - 48	1 1/2" - 26
6291*	25	1 1/2" - 23	5/8" - 26
	27	1 1/2" - 25	5/8" - 22
6293*	27	1 1/2" - 28	5/8" - 27
	22	5/8" - 23	1 1/2" - 26
6300*	27	1 1/2" - 26	5/8" - 28
	20	5/8" - 41	1 1/2" - 28
6310	25	1 1/2" - 41	5/8" - 28
	25	1 1/2" - 26	5/8" - 27
6320	27	5/8" - 26	1 1/2" - 25
	46	1 1/2" - 20	5/8" - 28
6320	20	1 1/2" - 41	5/8" - 42
	25	5/8" - 46	1 1/2" - 20
16003*	27	1 1/2" - 25	5/8" - 26
	25	5/8" - 27	1 1/2" - 26

STRAIGHT LINE INLAID HEAVY (1/8") GAUGE

246	02	1 1/2" - 03	5/8" - 02
	27	1 1/2" - 22	5/8" - 26
247	27	1 1/2" - 40	5/8" - 48
	02	1 1/2" - 024	5/8" - 25
356	02	1 1/2" - 22	5/8" - 23
	021	1 1/2" - 40	5/8" - 27
411	27	1 1/2" - 23	5/8" - 27
	27	5/8" - 23	1 1/2" - 43
415	29	5/8" - 23	1 1/2" - 29
	29	1 1/2" - 25	5/8" - 27
550	08	5/8" - 23	1 1/2" - 27
	27	1 1/2" - 42	5/8" - 27
551	27	1 1/2" - 28	5/8" - 25
	02	1 1/2" - 01	5/8" - 09
552	05	1 1/2" - 25	5/8" - 27
	46	1 1/2" - 20	5/8" - 25
590	46	1 1/2" - 590	5/8" - 46
	20	5/8" - 23	1 1/2" - 25
591	021	5/8" - 40	1 1/2" - 26
	021	1 1/2" - 018	5/8" - 03
592	27	5/8" - 48	1 1/2" - 22
	46	1 1/2" - 25	5/8" - 48
602	25	1 1/2" - 592	5/8" - 25
	46	1 1/2" - 48	5/8" - 46
620	05	1 1/2" - 01	5/8" - 25
	46	1 1/2" - 590	5/8" - 46
630	021	1 1/2" - 018	5/8" - 03
	27	5/8" - 48	1 1/2" - 22
631	02	5/8" - 03	1 1/2" - 018
	27	1 1/2" - 40	5/8" - 23
632	27	1 1/2" - 25	5/8" - 28
	05	1 1/2" - 09	5/8" - 27
640	20	5/8" - 27	1 1/2" - 09
	20	5/8" - 25	1 1/2" - 27
641	021	1 1/2" - 018	5/8" - 03
	02	1 1/2" - 48	5/8" - 27
650	27	5/8" - 23	1 1/2" - 22
	27	1 1/2" - 48	5/8" - 21
020	08	1 1/2" - 27	5/8" - 23
	21	5/8" - 48	1 1/2" - 08
	020	1 1/2" - 023	5/8" - 024
	25	1 1/2" - 09	5/8" - 25
	020	5/8" - 25	1 1/2" - 020

*Can also be used without border.

SUGGESTED BORDER TREATMENTS (Continued)

STRAIGHT LINE INLAID HEAVY (1/8") GAUGE

Pattern	Border	Linostrips	
13020	02	1 1/2" -03	5/8" -02
	27	5/8" -47	1 1/2" -27
13021	06	1 1/2" -03	5/8" -21
	21	1 1/2" -22	5/8" -23
13022	05	1 1/2" -25	5/8" -46
	46	5/8" -25	1 1/2" -46
	05	1 1/2" -27	5/8" -23
13131	021	5/8" -13131	1 1/2" -018
	27	5/8" -40	1 1/2" -22

EMBOSSSED INLAID MEDIUM GAUGE

3270	20	1 1/2" -43	5/8" -25
	47	1 1/2" -28	5/8" -47
3280	21	1 1/2" -42	5/8" -47
	21	1 1/2" -25	5/8" -27
3281	46	1 1/2" -20	5/8" -28
	27	1 1/2" -20	5/8" -27
3290	25	5/8" -28	1 1/2" -42
	27	5/8" -26	1 1/2" -25
3291	47	1 1/2" -42	5/8" -43
	22	1 1/2" -42	5/8" -26
3292	42	1 1/2" -41	5/8" -21
	21	1 1/2" -26	5/8" -41
3302*	21	1 1/2" -42	5/8" -27
	27	1 1/2" -40	5/8" -48
3320	46	5/8" -23	1 1/2" -43
	46	1 1/2" -25	5/8" -23
3330*	27	5/8" -48	1 1/2" -42
	22	1 1/2" -41	5/8" -27
3331	46	1 1/2" -20	5/8" -41
	20	1 1/2" -41	5/8" -25
3340	27	1 1/2" -28	5/8" -27
	22	5/8" -23	1 1/2" -26
	27	1 1/2" -26	5/8" -28
3341	27	1 1/2" -40	5/8" -26
	40	1 1/2" -23	5/8" -27
	27	5/8" -23	1 1/2" -40
3342	27	1 1/2" -42	5/8" -21
	21	5/8" -23	1 1/2" -26
	27	1 1/2" -26	5/8" -42
3350	25	1 1/2" -26	5/8" -27
	47	1 1/2" -26	5/8" -25
	27	1 1/2" -25	5/8" -26

STRAIGHT LINE INLAID MEDIUM GAUGE

14011	02	1 1/2" -03	5/8" -06
	21	1 1/2" -23	5/8" -27
14160	08	1 1/2" -26	5/8" -27
	47	5/8" -23	1 1/2" -42
14180*	01	5/8" -25	1 1/2" -01
	27	1 1/2" -42	5/8" -28
14181*	47	1 1/2" -23	5/8" -27
	021	1 1/2" -40	5/8" -021
14182*	06	5/8" -23	1 1/2" -27
	25	1 1/2" -42	5/8" -41
14190	27	5/8" -41	1 1/2" -42
	08	5/8" -27	1 1/2" -020
14220*	27	5/8" -23	1 1/2" -41
	021	1 1/2" -017	5/8" -08

STRAIGHT LINE INLAID MEDIUM GAUGE (continued)

Pattern	Border	Linostrips	
14221*	08	1 1/2" -23	5/8" -40
	47	5/8" -28	1 1/2" -42
14222*	02	5/8" -03	1 1/2" -018
	27	5/8" -23	1 1/2" -40
14223*	02	1 1/2" -020	5/8" -25
	020	1 1/2" -48	5/8" -27
14230	05	1 1/2" -09	5/8" -25
	46	5/8" -41	1 1/2" -20
14231	08	5/8" -02	1 1/2" -020
	46	1 1/2" -48	5/8" -42
14240	46	1 1/2" -41	5/8" -48
	46	1 1/2" -20	5/8" -23
14241	41	5/8" -46	1 1/2" -48
	021	1 1/2" -018	5/8" -03
14242	02	1 1/2" -48	5/8" -27
	27	5/8" -23	1 1/2" -22
14250	01	1 1/2" -25	5/8" -27
	25	1 1/2" -41	5/8" -48
	27	1 1/2" -01	5/8" -25
14251	27	5/8" -40	1 1/2" -024
	40	1 1/2" -27	5/8" -40
	27	1 1/2" -024	5/8" -40
14251	46	1 1/2" -20	5/8" -48
	25	5/8" -48	1 1/2" -46
	46	1 1/2" -25	5/8" -46

EMBOSSSED INLAID STANDARD GAUGE

5350*	42	1 1/2" -26	5/8" -21
	21	1 1/2" -22	5/8" -23
5351*	25	5/8" -27	1 1/2" -42
	27	1 1/2" -20	5/8" -29
5352*	25	5/8" -27	1 1/2" -20
	25	1 1/2" -22	5/8" -27
5360	20	5/8" -23	1 1/2" -42
	42	1 1/2" -23	5/8" -26
5400*	25	5/8" -27	1 1/2" -20
	46	5/8" -26	1 1/2" -20
5401*	42	5/8" -40	1 1/2" -41
	21	1 1/2" -26	5/8" -42
5410	27	1 1/2" -26	5/8" -20
	20	5/8" -23	1 1/2" -42
5411	29	1 1/2" -23	5/8" -22
	27	5/8" -23	1 1/2" -29
5412	42	1 1/2" -27	5/8" -20
	21	5/8" -22	1 1/2" -42
5413	27	5/8" -23	1 1/2" -26
	40	1 1/2" -26	5/8" -27
	27	5/8" -26	1 1/2" -40
5420	27	5/8" -23	1 1/2" -41
	42	1 1/2" -26	5/8" -41
5430	46	5/8" -23	1 1/2" -20
	46	1 1/2" -25	5/8" -23
5440	20	5/8" -23	1 1/2" -29
	46	5/8" -41	1 1/2" -20
5441	27	1 1/2" -23	5/8" -22
	22	1 1/2" -26	5/8" -27
5442	21	1 1/2" -42	5/8" -20
	42	1 1/2" -23	5/8" -21
5450	42	5/8" -23	1 1/2" -21
	46	1 1/2" -25	5/8" -22
	25	5/8" -27	1 1/2" -22
	46	5/8" -23	1 1/2" -25

*Can also be used without border.

SUGGESTED BORDER TREATMENTS (Continued)

EMBOSSD INLAID			
STANDARD GAUGE (continued)			
Pattern	Border	Linostrips	
5451	27	1 1/2" -42	5/8" -23
	42	5/8" -20	1 1/2" -27
	27	1 1/2" -22	5/8" -26
5460	42	1 1/2" -27	5/8" -40
	27	5/8" -23	1 1/2" -22
	22	1 1/2" -40	5/8" -27
5461	46	1 1/2" -42	5/8" -23
	20	1 1/2" -41	5/8" -46
	46	1 1/2" -20	5/8" -41
5470	27	1 1/2" -23	5/8" -40
	40	1 1/2" -22	5/8" -42
	27	1 1/2" -42	5/8" -23
5471	29	1 1/2" -41	5/8" -23
	27	5/8" -23	1 1/2" -29
	29	1 1/2" -22	5/8" -41
5472	46	1 1/2" -41	5/8" -23
	20	5/8" -46	1 1/2" -42
	46	1 1/2" -20	5/8" -41

STRAIGHT LINE INLAID STANDARD GAUGE

0286	02	1 1/4" -03	5/8" -02
	27	5/8" -41	1 1/2" -27
0287	08	1 1/4" -03	5/8" -21
	08	5/8" -23	1 1/2" -42
0315	022	1 1/8" -29	5/8" -43
	29	5/8" -25	1 1/2" -43
	022	5/8" -23	1 1/2" -43
0316	01	1 1/8" -25	5/8" -27
	25	1 1/2" -27	5/8" -42
	27	1 1/2" -42	5/8" -25
0317	08	5/8" -46	1 1/2" -42
	46	1 1/2" -25	5/8" -46
	25	1 1/2" -46	5/8" -42
0318	46	1 1/8" -20	5/8" -46
	05	1 1/2" -09	5/8" -25
	25	5/8" -46	1 1/2" -20
0325	06	1 1/4" -08	5/8" -23
	08	5/8" -27	1 1/2" -08
	27	1 1/2" -41	5/8" -23
0326	46	1 1/8" -024	5/8" -42
	09	1 1/2" -20	5/8" -46
	46	5/8" -20	1 1/2" -46
0335	27	1 1/8" -20	5/8" -40
	40	5/8" -27	1 1/2" -20
	27	1 1/2" -40	5/8" -27
0336	46	5/8" -41	1 1/2" -46
	08	5/8" -46	1 1/2" -09
	42	1 1/2" -09	5/8" -46
0382	02	1 1/2" -0382	5/8" -25
	017	1 1/2" -0382	5/8" -23
0383	08	5/8" -27	1 1/2" -41
	46	1 1/2" -25	5/8" -41
0430*	020	1 1/8" -08	5/8" -27
	25	5/8" -26	1 1/2" -42
0431*	08	1 1/8" -09	5/8" -42
	21	1 1/2" -42	5/8" -23
0450	02	1 1/8" -018	5/8" -03
	27	5/8" -40	1 1/2" -22
0470	08	1 1/8" -05	5/8" -0323
	46	1 1/2" -20	5/8" -42

STRAIGHT LINE INLAID			
MEDIUM GAUGE (continued)			
Pattern	Border	Linostrips	
0471	05	5/8" -02	1 1/2" -09
	46	5/8" -23	1 1/2" -20
0472	022	5/8" -02	1 1/2" -09
	29	5/8" -23	1 1/2" -20
0473	021	1 1/2" -018	5/8" -020
	27	1 1/2" -22	5/8" -42
0480	02	1 1/2" -03	5/8" -02
	27	1 1/2" -22	5/8" -23
0481	06	5/8" -03	1 1/2" -08
	21	5/8" -23	1 1/2" -26
0490	27	5/8" -23	1 1/2" -40
	021	5/8" -40	1 1/2" -09
0491	023	5/8" -02	1 1/2" -08
	42	1 1/2" -09	5/8" -27
0492	021	5/8" -03	1 1/2" -018
	27	5/8" -40	1 1/2" -22
0600	27	1 1/2" -26	5/8" -41
	42	5/8" -27	1 1/2" -41
0610	42	5/8" -27	1 1/2" -41
	08	1 1/2" -0610	5/8" -02
0630*	02	5/8" -40	1 1/2" -09
	20	1 1/2" -40	5/8" -27
0632*	06	5/8" -03	1 1/2" -08
	22	1 1/2" -26	5/8" -40
0633*	08	1 1/4" -024	5/8" -41
	40	1 1/2" -024	5/8" -41
	08	1 1/2" -40	5/8" -27
0640	017	5/8" -23	1 1/2" -017
	05	1 1/2" -27	5/8" -25
0650	08	1 1/2" -024	5/8" -41
	40	1 1/2" -024	5/8" -41
	08	1 1/2" -40	5/8" -27
0651	02	1 1/2" -018	5/8" -03
	018	1 1/2" -03	5/8" -02
	27	5/8" -48	1 1/2" -22
0700	29	5/8" -23	1 1/2" -26
	27	1 1/2" -23	5/8" -27

INLAID LINOFLOR

18010	02	5/8" -03	1 1/2" -020
	27	1 1/2" -42	5/8" -41
18062	20	1 1/2" -25	5/8" -41
	017	5/8" -23	1 1/2" -25
18063	25	5/8" -20	1 1/2" -41
	017	5/8" -23	1 1/2" -25
18063	08	1 1/2" -020	5/8" -25
	020	5/8" -27	1 1/2" -25
18080	08	1 1/2" -09	5/8" -25
	42	1 1/2" -20	5/8" -41
18082	02	1 1/2" -03	5/8" -02
	27	5/8" -40	1 1/2" -23
18090	01	1 1/2" -25	5/8" -01
	25	5/8" -23	1 1/2" -26
18100	02	1 1/2" -020	5/8" -08
	27	1 1/2" -42	5/8" -26
18110	021	1 1/2" -018	5/8" -03
	018	1 1/2" -03	5/8" -02
18111	27	1 1/2" -22	5/8" -26
	27	1 1/2" -22	5/8" -41
	22	5/8" -23	1 1/2" -42
	27	5/8" -41	1 1/2" -22

*Can also be used without border.

SUGGESTED FORM FOR PREPARING ESTIMATES

LINOLEUM ESTIMATE SUMMARY SHEET

BIDDER'S NAME The John Smith Co. Date April 19, 1935
Bid to General Construction Co. Work for General Hospital
Address New York City Address Hagerstown,
Maryland
Prepared by J. P. Smith Checked by R. F. Smith
Location of Job 318 North 4th Street Kind of Building Hospital
Kind of Base Concrete - Trowel Finish Method to Be Used Pasted Over Felt
To Be Laid When July 1, 1935 Take-off Sheets Attached Yes
Blue Print or Sketch Attached Yes

678 = Sq. yds. Armstrong's Linoleum.			
Color or Pattern No. <u>20 Brown</u>			
Gauge <u>3/16-inch</u>	@ <u>1.22</u>	\$ <u>827.</u>	<u>16.</u>
8814 = Lbs. Freight, Linoleum, from <u>Lancaster, Pa.</u>	@ <u>.0051</u>	<u>44.</u>	<u>95.</u>
113 = Gal. Armstrong's Linoleum Paste	@ <u>.34</u>	<u>38.</u>	<u>42.</u>
1628 = Lbs. Freight, Paste, from <u>Lancaster, Pa.</u>	@ <u>.0043</u>	<u>7.</u>	<u>00.</u>
206 = Lbs. Freight, Cement, from <u>Lancaster, Pa.</u>	@ <u>.0043</u>	<u>82.</u>	
675 = Sq. Yds. Deadening Felt	@ <u>.05</u>	<u>33.</u>	<u>75.</u>
1053 = Lbs. Freight, Deadening Felt, from <u>Lancaster, Pa.</u>	@ <u>.0034</u>	<u>3.</u>	<u>58.</u>
<u>2 1/2</u> = Gal. Linogloss Wax	@ <u>2.53</u>	<u>6.</u>	<u>33.</u>
678 = Sq. Yds. Labor, Laying Felt	@ <u>.05</u>	<u>33.</u>	<u>90.</u>
678 = Sq. Yds. Labor, Laying Linoleum	@ <u>.25</u>	<u>169.</u>	<u>50.</u>
678 = Sq. Yds. Labor, Applying Linogloss Wax	@ <u>.01</u>	<u>6.</u>	<u>78.</u>
Extra Labor, Preparing Sub-Floors	@		
Extra Labor, Borders	@		
Days Board	@		
Nights Lodging	@		
Miles Railroad Fare, two ways	@		
Cartage and Storage	@		
Miscellaneous	@		
TOTAL		\$ <u>1172.</u>	<u>26</u>

Summary Remarks:
Material and Labor Cost \$ 1172.26
Overhead
Total Cost \$1172.26
Profit 351.68
Total 1523.94
Bid \$ 1523.94

CAREFUL estimates are essential to a reasonable profit on your jobs. The above form is suggested to help you to prepare accurate estimates on prospective installations. It pro-

vides space for entering all material costs, transportation charges, labor, and other expense items that may be incurred.

Shipping weights are given in the tables on pages 358 and 359.

TABLE FOR FIGURING LINOLEUM YARDAGE

Length Feet Width Feet	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
6	4	4½	4¾	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10
6½	4½	4¾	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½
7	4¾	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾
7½	5	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11
8	5½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½
8½	5¾	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾
9	6	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12
9½	6½	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½
10	6¾	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾
10½	7	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13
11	7½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½
11½	7¾	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾
12	8	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14
12½	8½	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½
13	8¾	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½	14¾
13½	9	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½	14¾	15
14	9½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½	14¾	15	15½
14½	9¾	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½	14¾	15	15½	15¾
15	10	10½	10¾	11	11½	11¾	12	12½	12¾	13	13½	13¾	14	14½	14¾	15	15½	15¾	16

How to Use the Yardage Table

THIS table does not include waste for matching pattern, and is figured for "two way" patterns, i.e., designs which are the same both across and along the goods.

Allow one-third yard to two yards extra for matching the pattern, depending on the size of the pattern and the number of seams. With one seam, a 6-inch pattern requires ⅓ yard extra for matching; a 9-inch pattern,

½ yard; a 12-inch pattern, ⅔ yard; an 18-inch pattern, 1 yard. With two seams, a 6-inch pattern requires ⅔ yard extra; a 9-inch pattern, 1 yard; a 12-inch pattern, 1⅓ yards; an 18-inch pattern, 2 yards.

Add the amount required for matching seams to the proper figure located where your "length" and "width" columns cross. This is the yardage required for the room.

TABLE FOR FIGURING 33 $\frac{3}{4}$ -YARD FELT-BASE PIECE GOODS YARDAGE

3 inches equals.	Actual $\frac{5}{16}$ sq. yd.
6 inches equals.	$\frac{5}{8}$ sq. yd.
9 inches equals.	$\frac{3}{4}$ sq. yd.

Approx. $\frac{1}{4}$ sq. yd.
$\frac{1}{2}$ sq. yd.
1 sq. yd.

1 ft. equals 1 $\frac{1}{4}$ sq. yds.	11 ft. equals 13 $\frac{3}{4}$ sq. yds.	21 ft. equals 26 $\frac{1}{4}$ sq. yds.
2 ft. equals 2 $\frac{1}{2}$ sq. yds.	12 ft. equals 15 sq. yds.	22 ft. equals 27 $\frac{1}{2}$ sq. yds.
3 ft. equals 3 $\frac{3}{4}$ sq. yds.	13 ft. equals 16 $\frac{1}{4}$ sq. yds.	23 ft. equals 28 $\frac{3}{4}$ sq. yds.
4 ft. equals 5 sq. yds.	14 ft. equals 17 $\frac{1}{2}$ sq. yds.	24 ft. equals 30 sq. yds.
5 ft. equals 6 $\frac{1}{4}$ sq. yds.	15 ft. equals 18 $\frac{3}{4}$ sq. yds.	25 ft. equals 31 $\frac{1}{4}$ sq. yds.
6 ft. equals 7 $\frac{1}{2}$ sq. yds.	16 ft. equals 20 sq. yds.	26 ft. equals 32 $\frac{1}{2}$ sq. yds.
7 ft. equals 8 $\frac{3}{4}$ sq. yds.	17 ft. equals 21 $\frac{1}{4}$ sq. yds.	27 ft. equals 33 $\frac{3}{4}$ sq. yds.
8 ft. equals 10 sq. yds.	18 ft. equals 22 $\frac{1}{2}$ sq. yds.	28 ft. equals 35 sq. yds.
9 ft. equals 11 $\frac{1}{4}$ sq. yds.	19 ft. equals 23 $\frac{3}{4}$ sq. yds.	29 ft. equals 36 $\frac{1}{4}$ sq. yds.
10 ft. equals 12 $\frac{1}{2}$ sq. yds.	20 ft. equals 25 sq. yds.	30 ft. equals 37 $\frac{1}{2}$ sq. yds.

DECODING INDEX

Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size
AIBAM	5450	Stand.	AMOLVTA	6240	Heavy	BEREN	3291	Med.	DSHAI	0481	Stand.
AIBED	5451	"	AMOLVUD	6241	"	BEUFS	3340	"	DSHEN	0490	"
AIEUG	5400	"	AMOLVYP	6242	"	BEUK	3341	"	DSHIP	0491	"
AIEVS	5401	"	AMOLWIP	6260	"	BEUJO	3342	"	DSHYZ	0632	"
AIEWD	5410	"	AMOMBGY	6252	"	DAIBULV	13020	Heavy	DSICAVU	0286	"
AIEYR	5411	"	AMPFU	6280	"	DAIBUNC	13021	"	DSISVRE	0287	"
AIFAV	5420	"	ASATATZ	411	"	DAIRFJU	13131	"	DSJIN	0700	"
AIFIC	5430	"	ASCYK	415	"	DBFEV	14180	Med.	DSOMAOD	0382	"
AIFKU	5440	"	ASDTO	247	"	DBHOX	14221	"	DSUED	0633	"
AIFOB	5441	"	ASFAX	551	"	DBHUZ	14222	"	DSUIM	0430	"
AIKEP	5412	"	ASIBLOZ	356	"	DBHYB	14223	"	DSUJI	0431	"
AIOMBJU	5350	"	ASICACH	246	"	DBIAM	14230	"	DSXIN	0470	"
AIOMBKE	5351	"	ASISTSI	550	"	DBIBU	14231	"	DSXOC	0471	"
AIOMBMA	5352	"	ASKAT	620	"	DBIBYKO	14011	"	DSXSA	0472	"
AIRUZ	5360	"	ASKEY	630	"	DBISUME	14160	"	DSYBI	0450	"
AIUKT	5413	"	ASKIJ	631	"	DBKNI	14220	"	DSYZE	0473	"
AIULU	5442	"	ASKLO	632	"	DBUCO	14190	"	DSZAZ	0315	"
AIUME	5460	"	ASOLVAR	590	"	DBUED	14182	"	DSZDA	0600	"
AIUNY	5461	"	ASTUC	602	"	DBUGU	14181	"	DSZEP	0316	"
AIUOF	5470	"	ASTWO	552	"	DBWUP	14240	"	DSZEW	0610	"
AIUPI	5471	"	ASVIZ	591	"	DBXAD	14241	"	DSZIM	0317	"
AIURP	5472	"	ASVOJ	592	"	DBXEC	14242	"	DSZOS	0318	"
AMAMB	6243	Heavy	ASVUC	640	"	DBXOV	14250	"	DSZTI	0630	"
AMANF	6244	"	ASWEV	641	"	DBXUS	14251	"	DSZUL	0325	"
AMAOG	6293	"	ASWIB	650	"	DEITOGA	21070	2 yds.	EPAED	8632	2 yds.
AMAPP	6320	"	ASWOC	13022	"	DEOMAKU	21070	3 yds.	EPAGU	8632	4 yds.
AMASZOR	6028	"	BEAWY	3350	Med.	DEOMALC	21070	3 $\frac{1}{4}$ yds.	EPAHT	8641	2 yds.
AMELI	6253	"	BEEMP	3292	"	DSAAZ	0326	Stand.	EPAIM	8641	4 yds.
AMEOH	6290	"	BEFEX	3302	"	DSACS	0335	"	EPBOW	8651	2 yds.
AMEPE	6291	"	BEJIX	3320	"	DSADA	0336	"	EPBUR	8651	4 yds.
AMFOR	6271	"	BEJOV	3330	"	DSAEM	0650	"	EPBYG	8630	2 yds.
AMIVM	6180	"	BEJUL	3331	"	DSAFE	0651	"	EPCAJ	8631	2 yds.
AMIVI	6181	"	BEPVO	3270	"	DSEJI	0383	"	EPCDA	8640	2 yds.
AMJAW	6300	"	BEPXI	3280	"	DSBLT	0492	"	EPEBMYD	8217	2 yds.
AMJEZ	6310	"	BEPYF	3281	"	DSENE	0640	"	EFFAF	8680	2 yds.
AMJOK	6182	"	BERAL	3290	"	DSGYG	0480	"	EFFIT	8680	4 yds.

DECODING INDEX (Continued)

<i>Code</i> <i>Word</i>	<i>Gauge,</i> <i>Width,</i> <i>Pattern or Size</i>	<i>Code</i> <i>Word</i>	<i>Gauge,</i> <i>Width,</i> <i>Pattern or Size</i>	<i>Code</i> <i>Word</i>	<i>Gauge,</i> <i>Width,</i> <i>Pattern or Size</i>	<i>Code</i> <i>Word</i>	<i>Gauge,</i> <i>Width,</i> <i>Pattern or Size</i>
EPGUP	8630 4 yds.	FBOMI	2591 2 yds.	FRIXBAR	4009 9x12	FRUAY	11561 9x10½
EPGVY	8631 4 yds.	FBOSP	2760 2 yds.	FRIXGUB	4006 11½x12	FRUEH	11561 9x12
EPICLOF	8496 2 yds.	FBOTS	2761 2 yds.	FRIXHAY	4006 11½x15	FRVOR	11600 6x9
EPICLYZ	8496 4 yds.	FBUTA	2750 2 yds.	FRNYN	4250 9x9	FRVUZ	11600 7½x9
EPIMB	8681 2 yds.	FBUYZ	2751 2 yds.	FROBO	4310 6x9	FRWAL	11600 9x10½
EPINF	8681 4 yds.	FBYHU	2602 2 yds.	FRoce	4310 7½x9	FRWER	11600 9x12
EPIOG	8690 2 yds.	FBYLB	2650 2 yds.	FRods	4310 9x10½	FRWIP	4350 9x12
EPIRU	8690 4 yds.	FBYMS	21073 2 yds.	FRoER	4310 9x12	FRWIS	11600 11½x12
EPIST	8691 2 yds.	FRAAM	4350 9x15	FRoGDOT	4009 9x15	FRWOP	4350 11½x12
EPIVI	8691 4 yds.	FRAED	4360 9x9	FRoGZ	11590 6x9	FRWUN	11601 9x9
EPVYB	8660 2 yds.	FRAFS	4360 9x15	FRoHM	4320 6x9	FRWUT	4350 11½x15
EPYFO	8640 4 yds.	FRAIK	11600 9x9	FRoIC	11590 7½x9	FRWYA	11601 7½x9
EPZVU	8642 2 yds.	FRALB	4250 6x9	FRoIP	4320 9x12	FRWYE	4360 6x9
EPZWO	8642 4 yds.	FRAMS	4250 7½x9	FRoIV	4320 7½x9	FRXAE	4360 7½x9
FBAMP	2680 3 yds.	FRANK	4250 9x10½	FRoJE	11590 9x10½	FRXAR	11601 9x10½
FBAOW	2680 3½ yds.	FRAOV	4250 9x12	FRoKI	4320 9x10½	FRXBI	4360 9x10½
FBCOP	2682 2 yds.	FRAPP	4360 11½x12	FRoKU	11590 9x12	FRXEZ	4360 9x12
FBCUN	2682 3 yds.	FRAPY	4250 11½x12	FRoNF	4321 6x9	FRXIZ	11601 9x12
FBCYA	2682 3½ yds.	FRARG	4250 11½x15	FRoOL	4321 7½x9	FRYUR	4292 6x9
FBCZA	2730 3 yds.	FRASN	4360 11½x15	FRoRB	4321 9x10½	FRZAW	4292 7½x9
FBczU	21073 3 yds.	FRAYVIZ	4006 6x9	FRoSK	4321 9x12	FRZDY	4292 9x10½
FBDAD	21073 3½ yds.	FRAYWEV	4006 7½x9	FRoTH	4330 6x9	FRZEZ	4292 9x12
FBEPS	2590 3½ yds.	FRAYXAD	4006 9x10½	FRoUG	4330 7½x9	FRZUP	4340 9x9
FBERN	2591 3 yds.	FRAYXUS	4006 9x12	FRoVY	4330 9x10½	FRZUS	4331 11½x15
FBESM	2591 3½ yds.	FRcLO	11600 9x15	FRPVI	11550 6x9	FRZVU	4340 9x15
FBEUF	2700 2 yds.	FRcRA	11601 9x9	FRPYL	11550 7½x9	FRZYK	4350 9x9
FBews	2701 2 yds.	FRDAS	11601 9x15	FRsAL	4340 6x9	LFAGH	18062 2 yds.
FBEYZ	2702 2 yds.	FRELC	11590 11½x15	FRsAW	4331 11½x12	LFaHO	18063 2 yds.
FBFET	2470 3 yds.	FREMI	11590 11½x12	FRsBI	4331 9x15	LFAlJ	18110 2 yds.
FBFOL	2710 2 yds.	FREOC	4330 11½x12	FRsER	4340 7½x9	LFALC	18111 2 yds.
FBFOY	2470 3½ yds.	FRERX	4330 11½x15	FRsEZ	4331 9x12	LFElR	18080 2 yds.
FBGAG	2710 3 yds.	FRFIJ	4290 6x9	FRsFO	4331 9x10½	LFIGH	18082 2 yds.
FBGIN	2710 3½ yds.	FRFLO	4290 7½x9	FRsHU	4331 9x9	LFiHO	18090 2 yds.
FBGOK	2720 2 yds.	FRFON	4290 9x10½	FRsIS	4340 9x10½	LFILC	18100 2 yds.
FBGUB	2720 3 yds.	FRFRU	4290 9x12	FRsKA	4331 7½x9	LFoJWOZ	18010 2 yds.
FBHIL	2720 3½ yds.	FRFUH	4290 11½x12	FRsOP	4340 9x12	LWHUF	743 2 yds.
FBHUH	2590 2 yds.	FRFYS	4290 11½x15	FRsOV	4331 6x9	LWITZ	700 1 yd.
FBiAP	2470 2 yds.	FRGAV	4330 9x12	FRsPY	4321 11½x15	LWIUB	700 2 yds.
FBICYFE	2372 2 yds.	FRGEK	11600 11½x15	FRsTE	4321 11½x12	LWIVO	701 1 yd.
FBIMD	2680 2 yds.	FRiAX	4320 11½x12	FRsUN	4340 11½x12	LWIWE	701 2 yds.
FBINZ	2690 2 yds.	FRIBFRI	4006 9x9	FRtAF	11550 9x10½	LWIXI	702 1 yd.
FBIOJ	2651 2 yds.	FRIBS	4320 11½x15	FRtAY	4290 9x9	LWIYF	702 2 yds.
FBITU	2681 2 yds.	FRIGUCS	4006 9x15	FRtDE	11550 9x12	LWJIT	720 1 yd.
FBiWY	2711 2 yds.	FRIMA	4250 9x15	FRtEB	4340 11½x15	LWJUS	720 2 yds.
FBKAZ	2702 3 yds.	FRINU	4320 9x9	FRtEC	11551 6x9	LWKAS	721 1 yd.
FBKBY	2702 3½ yds.	FRIPO	4320 9x15	FRtEH	4290 9x15	LWKET	721 2 yds.
FBKNI	2701 3 yds.	FRISD	4350 6x9	FRtHA	11551 7½x9	LWKOY	722 1 yd.
FBKOS	2701 3½ yds.	FRISH	4330 9x9	FRtIL	11551 9x10½	LWKRE	722 2 yds.
FBKOY	2711 3 yds.	FRITO	4350 7½x9	FRtMO	11551 9x12	LWLAF	723 1 yd.
FBLAG	2711 3½ yds.	FRIUk	4350 9x10½	FRtOG	11560 6x9	LWLEC	723 2 yds.
FBLIN	2730 2 yds.	FRIUm	4330 9x15	FRtSU	11560 7½x9	LWLOG	735 1 yd.
FBLOK	2740 2 yds.	FRiWYHE	4009 6x9	FRtTY	11560 9x10½	LWLUP	735 2 yds.
FBLOB	2740 3 yds.	FRiWYOZ	4009 7½x9	FRtUP	11560 9x12	LWLIV	736 1 yd.
FBLYF	2740 3½ yds.	FRiWYSU	4009 9x9	FRtYV	11561 6x9	LWMAB	736 2 yds.
FBOEZ	2590 3 yds.	FRIXAPT	4009 9x10½	FRtZI	11561 7½x9	LWMID	740 2 yds.

DECODING INDEX (Continued)

Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size	Code Word	Pattern	Gauge, Width, or Size
LWMUX	741	2 yds.	MAUYC	02	Stand.	OTAEN	15	1/8"	QRBRA	4540	7 1/2 x 9
LWNAL	742	2 yds.	MAVAB	023	Med.	OTAIP	15	Med.	QRBUG	4850	11 1/4 x 15
LWOLG	704	1 yd.	MAYEN	023	Stand.	OTAKS	16	1/8"	QRBUY	4540	9 x 10 1/2
LWONN	704	2 yds.	MAXBA	020	"	OTALF	16	Med.	QRBVY	4851	6 x 9
LWOOB	705	1 yd.	MAYNY	03	"	OTAMM	17	3/16"	QRBXU	4851	7 1/2 x 9
LWOPH	705	2 yds.	MAYOD	09	"	OTAOX	17	1/8"	QRBYC	4851	9 x 10 1/2
LWYEN	703	1 yd.	MZMAS	89	Heavy	OTAPO	17	Med.	QRCAD	4851	9 x 12
LWVIP	703	2 yds.	MFOJSAN	30000	2 yds.	OTARV	18	1/8"	QRCAY	4540	9 x 12
LWZAJ	900	2 yds.	MFOJSEJ	30000	3 yds.	OTASI	18	Med.	QRCEH	4520	6 x 9
MAAWAEL	02	Heavy	MFOJSIS	30000	3 1/2 yds.	OTAUZ	19	1/8"	QRCLA	4520	7 1/2 x 9
MAAWALT	03	"	OATABS	13	3/16"	OTAWY	19	Med.	QRCOD	4950	11 1/4 x 12
MABIK	024	"	OATACK	16	3/16"	OTATYB	27	Stand.	QRCOS	4520	9 x 10 1/2
MABLU	024	Med.	OAVVAC	25	3/16"	OTAZA	12	3/16"	QRCRO	4520	9 x 12
MABOF	024	Stand.	OAVVEF	25	1/8"	OTBAY	12	1/8"	QRCUF	4950	11 1/4 x 15
MABON	03	"	OBEIB	20	1/8"	OTBEH	12	Med.	QRCUT	4831	9 x 9
MABUT	018	"	OBELF	21	1/8"	OVIEK	23	Stand.	QRDAD	4530	18 x 36
MABUX	02	Med.	OBENZ	22	1/8"	OVIFE	29	"	QRDEP	4530	3 x 4 1/2
MABYM	03	"	OBMEK	14	1/8"	OVMEV	27	1/8"	QRDIZ	4520	18 x 36
MACEZ	05	Heavy	OBMUM	14	Med.	OVOZI	20	6 mm	QRDOW	4520	3 x 4 1/2
MACHU	05	Med.	OBODS	23	1/8"	OVRIJ	20	3/16"	QRDUR	4520	3 x 6
MACIX	06	Heavy	OBOFU	23	Med.	OVRON	22	"	QRDYG	4530	11 1/4 x 12
MAEBAMP	90	"	OBYFF	40	1/8"	OVRUH	21	"	QREAD	4833	6 x 9
MAESY	06	Med.	OBYJE	40	Med.	OVTAN	20	Med.	QREAM	4530	11 1/4 x 15
MAHFE	018	Heavy	OBYLG	41	1/8"	OVTEJ	22	"	QREBE	4833	7 1/2 x 9
MAHGI	018	Med.	OBYOB	41	Med.	OVTHY	21	"	QREBU	4520	9 x 9
MAIBOMP	61	Heavy	OBYSP	42	1/8"	OVUTA	20	Stand.	QRECY	4520	9 x 15
MAIBOPF	62	"	OBYUX	42	Med.	OVUVE	22	"	QREDI	4833	9 x 10 1/2
MAIDA	01	Stand.	OBYXO	43	1/8"	OVIAG	21	"	QREEK	4520	11 1/4 x 12
MAIFE	05	"	OBZAR	43	Med.	OWEAV	26	1/8"	QREEP	4833	9 x 12
MAIFAX	73	Heavy	OCAEB	46	1/8"	OWEEG	26	Med.	QREFE	4520	11 1/4 x 15
MAIPU	017	"	OCAIF	46	Med.	OWEKU	28	1/8"	QREGH	4850	9 x 7
MAIRC	017	Med.	OCAMM	47	1/8"	OWELC	29	"	QREGI	4930	11 1/4 x 12
MAIZDYR	85	Heavy	OCAPA	47	Med.	OWFAD	27	3/16"	QREHN	4851	9 x 9
MAKTE	020	"	ODQUO	31	1/4"	OWFEP	27	Med.	QREIN	4930	11 1/4 x 15
MAKUL	020	Med.	ODREV	32	1/4"	OWFUR	28	"	QRENC	4930	6 x 9
MAMXIM	70	Heavy	OFKIT	25	Med.	OWFYG	29	"	QREOW	4930	7 1/2 x 9
MAOLTOT	152	"	OFVID	48	1/8"	PKANKGO	520	Heavy	QREFP	4930	9 x 10 1/2
MASOL	160	"	OFVUZ	48	Med.	QRADD	4890	6 x 9	QRERL	4930	9 x 12
MASPA	161	"	OFWER	010	1/8"	QRAEX	4890	7 1/2 x 9	QRESO	4940	6 x 9
MASUG	162	"	OFWOP	010	Med.	QRAFO	4890	9 x 10 1/2	QRETS	4940	7 1/2 x 9
MASYC	01	"	OFXOD	011	1/8"	QRAHU	4890	9 x 12	QREUR	4940	9 x 10 1/2
MATAJ	01	Med.	OFYLK	011	Med.	QRAIJ	4530	3 x 6	QREVA	4940	9 x 12
MATDA	08	Heavy	OFZIN	012	1/8"	QBALO	4530	4 1/2 x 6	QREVV	4820	18 x 36
MATEW	09	"	OFZUB	012	Med.	QRANI	4530	6 x 6	QREWO	4820	3 x 4 1/2
MATGE	08	Med.	OLFAK	25	Stand.	QRAUH	4530	6 x 9	QREYG	4950	6 x 9
MATIR	09	"	OLFDA	26	"	QRAXA	4530	7 1/2 x 9	QREYK	4820	3 x 6
MATOH	021	Stand.	OLFEM	40	"	QRAYS	4530	9 x 10 1/2	QREZU	4950	7 1/2 x 9
MATUV	06	Stand.	OLFHO	41	"	QRBAH	4530	9 x 12	QREZY	4830	18 x 36
MATUW	021	Med.	OLFIJ	42	"	QRBER	4850	6 x 9	QRFAT	4830	3 x 4 1/2
MATWA	021	Heavy	OLFOG	46	"	QRBES	4810	9 x 9	QRFEX	4830	3 x 6
MAUDO	017	Stand.	OLTES	19	3/16"	QRBIV	4850	7 1/2 x 9	QRFRI	4555	9 x 9
MAUGE	022	Heavy	OMPEX	46	3/16"	QRBKI	4850	9 x 10 1/2	QRFRY	4950	9 x 10 1/2
MAUPU	022	Med.	OTAAAL	13	1/8"	QRBOL	4850	9 x 12	QRFVI	4555	9 x 15
MAURI	022	Stand.	OTACT	13	Med.	QRBOT	4540	6 x 9	QRFVY	4555	11 1/4 x 12
MAUSA	023	Heavy	OTADU	15	3/16"	QRBPA	4850	11 1/4 x 12	QRFYL	4555	11 1/4 x 15

DECODING INDEX (Continued)

Code Word	Gauge, Width, or Size	Code Word	Gauge, Width, or Size	Code Word	Gauge, Width, or Size	Code Word	Gauge, Width, or Size
QRFYT	4950 9x12	QRMUJ	4931 6x9	QRUSE	4831 3x6	RBEKE	55 36"
QRGEC	4980 9x9	QRMUZ	4531 3x6	QRUUK	4830 6x9	SCCIR	P210 24"
QRGKA	4530 9x9	QRMYD	4931 7½x9	QRUVU	4941 9x12	SCCEAPH	S132 24"
QRGMO	4980 9x15	QRNAD	4931 9x10½	QRUXA	4941 9x10½	SCGOW	P230 36"
QRGOW	4530 9x15	QRNEC	4931 9x12	QRUYK	4941 7½x9	SCGUR	P231 36"
QRGVO	4810 9x15	QRNOV	4931 11¼x12	QRVAY	4830 7½x9	SCIBJAN	S133 24"
QRGWE	4820 9x9	QRNUS	4931 11¼x15	QRVEH	4830 9x10½	SCIBNOK	P200 24"
QRGYB	4820 9x15	QRNYX	4960 6x9	QRVEL	4941 6x9	SCJAR	P220 24"
QRGYZ	4831 9x15	QRQAV	4960 7½x9	QRVIW	4830 9x12	SCMAC	P230 24"
QRHID	4970 6x9	QRQCT	4960 9x10½	QRVLA	4831 11¼x12	SCMEZ	P231 24"
QRHOT	4521 18x36	QRQFF	4960 9x12	QRVOS	4831 11¼x15	SCWAT	P221 24"
QRHUY	4850 9x15	QRQGI	4531 4½x4½	QRVRO	4831 6x9	SHOP	100 24"
QRHUZ	4970 7½x9	QRQLZAC	4810 6x9	QRVUT	4831 7½x9	TEOCFIL	16003 Heavy
QRIAF	4970 9x10½	QRQLZBA	4810 7½x9	QRWAF	4831 9x10½	TFBYE	12251 3 yds.
QRIDE	4970 9x12	QRQLZEX	4810 9x10½	QRWEC	4831 9x12	TFCAR	12251 3½ yds.
QRIEG	4980 6x9	QRQLZFU	4810 9x12	QRXAG	4530 4½x4½	TFCTI	12221 2 yds.
QRIEK	4851 9x15	QRQMA	4531 4½x6	QRXCY	4920 6x9	TFCYR	12200 3 yds.
QRIES	4820 6x9	QRONU	4531 6x6	QRXEK	4920 7½x9	TFDAS	12200 3½ yds.
QRIFY	4890 9x9	QRORO	4531 6x9	QRXFE	4920 9x10½	TFETI	12221 3½ yds.
QRIFA	4980 7½x9	QRORL	4531 7½x9	QRXGI	4920 9x12	TFGET	12260 2 yds.
QRILI	4980 9x10½	QRQYM	4831 4½x4½	QRXGO	4831 6x11¼	TFGEX	11051 3 yds.
QRILLO	4521 3x4½	QRQYX	4890 18x36	QRXIG	4931 6x11¼	TFGIV	11052 3 yds.
QRILU	4820 7½x9	QRQZA	4831 4½x6	QRXYD	4950 6x11¼	TFGOV	12241 2 yds.
QRIMA	4930 9x9	QRQZE	4890 3x4½	QRXYM	4990 6x9	TFGOY	11051 2 yds.
QRIMU	4521 3x6	QRPAK	4531 9x9	QRXED	4990 7½x9	TFGRE	11052 2 yds.
QRINE	4820 9x10½	QRPAK	4520 6x11¼	QRXYS	4990 9x10½	TFGTI	12261 3 yds.
QRINS	4980 9x12	QRPEZ	4531 9x10½	QRXJO	4990 9x12	TFGUS	12261 3½ yds.
QRINU	4930 9x15	QRPID	4555 6x9	QRXLU	4991 6x9	TFGVY	12262 2 yds.
QRIOLO	4980 11¼x12	QRPIG	4531 9x12	QRXME	4991 7½x9	TFGZE	12262 3 yds.
QRLOT	4820 9x12	QRPLA	4555 7½x9	QRXOV	4991 9x10½	TFHAK	12262 3½ yds.
QRIPY	4980 11¼x15	QRPOR	4555 9x10½	QRXOV	4832 6x9	TFHZO	12250 2 yds.
QRIRA	4820 11¼x12	QRPRE	4555 9x12	QRXPI	4991 9x12	TFIAH	12200 2 yds.
QRIRM	4851 11¼x12	QRPUJ	4531 9x15	QRXPY	4832 7½x9	TFIDY	12250 3 yds.
QRISH	4851 11¼x15	QRPUZ	4556 6x9	QRXRG	4832 9x10½	TFIEV	12250 3½ yds.
QRIXO	4820 11¼x15	QRQUI	4556 7½x9	QRYST	4832 9x12	TFILK	12251 2 yds.
QRJAX	4521 7½x9	QRQAC	4890 3x6	QRZIB	4990 9x9	TFJYR	12240 2 yds.
QRJEM	4521 9x9	QRRAF	4556 9x10½	QRZKO	4990 9x15	TFKIT	12261 2 yds.
QRJOG	4521 9x10½	QRREG	4556 9x12	QRZMI	4990 11¼x12	TFMIG	11090 2 yds.
QRKAJ	4521 9x12	QRREM	4890 9x15	QRZOC	4990 11¼x15	TFOUX	11052 3½ yds.
QRKES	4850 18x36	QRRES	4531 11¼x12	RBASNOP	50 24"	TFOWI	12270 2 yds.
QRKEX	4521 9x15	QRRIH	4890 11¼x12	RBASOAP	50 36"	TFOXO	12271 2 yds.
QRKLU	4850 3x4½	QRRIPI	4531 11¼x15	RBASOEJ	51 24"	TFOXT	12221 3 yds.
QRKNE	4850 3x6	QRROP	4890 11¼x15	RBASOHI	51 36"	TFPKO	11060 2 yds.
QRKOT	4851 18x36	QRSUL	4960 11¼x15	RBASONC	52 24"	TFTEJ	12260 3½ yds.
QRKOW	4521 11¼x12	QRSYR	4960 11¼x12	RBASOPS	52 36"	TFTHY	12260 3 yds.
QRKRA	4851 3x4½	QRTOZ	4521 6x9	RBASOWK	54 24"	TFTHS	11051 3½ yds.
QRKXO	4851 3x6	QRULS	4810 11¼x12	RBASOYG	54 36"	TFVAK	11100 2 yds.
QRMAK	4521 11¼x15	QRUNA	4810 11¼x15	RBAVAPY	50 2 yds.	TFVID	11101 2 yds.
QRMID	4531 18x36	QRUOB	4831 18x36	RBAVARZ	52 2 yds.		
QRMOR	4531 3x4½	QRURP	4831 3x4½	RBAVATO	55 2 yds.		

QUESTIONS, ANSWERS, AND SUNDRIES

Questions

How soon can you ship?.....OBAAZ
How many rolls can you furnish?....OBADA
Can you supply if wanted?.....OBDLI
Can you furnish and at what price?...OBEBT

Answers

Can ship immediately.....IZGUX
Have shipped by freight on.....IZIGN
Have shipped by express on.....IZIKT
Cannot ship at present but expect to
be able about.....IZKIR

Miscellaneous

Wire if you can supply or not.....OBAHO
Write if you can supply or not.....OBAJE
If you cannot supply at once wire....
fully.....OBALC
If you cannot supply at once write
fully.....OBANJ
Send rolls nearest to quantity ordered.OBARN
Start tracer for shipment of.....OBAYI
Wire probable date of delivery.....OBAYL
Mail probable date of delivery.....OBBED
Ship by express as soon as possible...OBBLU
Ship by freight as soon as possible...OBBUR
Ship by truck.....OASWE
Record order and wire earliest ship-
ment.....OBCEY
Add to order being shipped.....OBEDY
Advise when order is shipped.....OBEGS
Include.....car now moving follow-
ing patterns.....OBFLA
Additional order.....car in mail
must be included.....OBIDU
Include near not less than.....OFAMO

Sundries

Code Word

Armstrong's Floor Cleaner, Assorted
carton (8 pts. and 6 qts.).....OALYZ
Armstrong's Floor Cleaner, 1-pt. cans,
24 per carton.....OALED
Armstrong's Floor Cleaner, 1-qt. cans,
12 per carton.....OALIK
Armstrong's Floor Cleaner, 1-gal. can,
1 per carton.....OALOF
Armstrong's Floor Cleaner, 1-gal. cans,
4 per carton.....OALUR
Armstrong's Lining Felt, 36 inches
wide, (1½ lb.).....OLPUC
Armstrong's Lining Felt, 36 inches
wide, (1 lb.).....OLPWO
Armstrong's Linogloss Wax, Assorted
carton (8 pts. and 6 qts.).....OALAM
Armstrong's Linogloss Wax, ½-gal.
cans, 6 per carton.....OAKUY
Armstrong's Linogloss Wax, 1-pt.
cans, 24 per carton.....OPCHY
Armstrong's Linogloss Wax, 1-qt.
cans, 12 per carton.....OPCIS
Armstrong's Linogloss Wax, 1-gal.
cans, 1 per carton.....OPCUW
Armstrong's Linogloss Wax, 1-gal.
cans, 4 per carton.....OPDIY
Armstrong's Linogloss Wax, 5-gal.
pail, 1 per carton.....OPEAJ
Armstrong's Linoleum Paste, 1-gal.
cans, 1 per carton.....OWGUC
Armstrong's Linoleum Paste, 1-gal.
cans, 4 per carton.....OLOLA
Armstrong's Linoleum Paste, 5-gal.
pail.....OLPTI
Armstrong's Linoleum Paste, 30-gal.
drum.....OWIAC
Armstrong's Saturated Felt, 36 inches
wide.....OMDRE
Armstrong's Waterproof Cement,
1-qt. cans, 1 per carton.....OLOOS
Armstrong's Waterproof Cement,
1-qt. cans, 24 per box.....OWIEM
Armstrong's Waterproof Cement,
1-gal. cans, 1 per carton.....OWIGG
Armstrong's Waterproof Cement,
1-gal. cans, 4 per carton.....OWIJA
Armstrong's Waterproof Cement,
5-gal. pail.....OWILE

TABLE OF ROLL YARDAGE *

	Square Yards			Square Yards	
	Min.	Max.		Min.	Max.
All Plain Linoleum 2 yards wide.....	30	68	Standard Floor Covering 3¾ yards wide 56¼	126	
All Jaspé Linoleum 2 yards wide.....	30	68	Rug Border 2 yards wide.....	40	68
Cork Carpet 2 yards wide.....	30	68	Linowall 1 yard wide.....	15	35
All Inlaid Linoleum 2 yards wide.....	40	68	Linowall 2 yards wide.....	20	68
Inlaid Linoflor 2 yards wide.....	40	68	Lineal Yards		
Printed Linoleum 2 yards wide.....	40	68		Min.	Max.
Printed Linoleum 4 yards wide.....	60	133	Rug Border 24 inches wide.....	30	70
Quaker Floor Covering 2 yards wide.	40	68	Rug Border 36 inches wide.....	30	70
Quaker Floor Covering 3 yards wide.	40	100	Jaspé Passage Linoleum 24 inches		
Quaker Floor Covering 3¾ yards			wide.....	20	35
wide.....	56¼	126	Passage Linoleum 24 inches wide.....	20	35
Standard Floor Covering 2 yards			Quaker Passage Covering 24 inches		
wide.....	40	68	wide.....	20	35
Standard Floor Covering 3 yards			Quaker Passage Covering 36 inches		
wide.....	40	100	wide.....	20	35

*Single rolls can not be supplied larger than the maximum shown.

SHIPPING WEIGHTS OF ARMSTRONG'S FLOORS

Gauge and thickness in inches	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.	Gauge and thickness in inches	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Plain				Passage Linoleum			
6 mm. (.235").....	2	15.8	946	(.070").....	2/3	3.8	76
3/16" (.187").....	2	13.0	781	Jaspé Passage Linoleum			
1/8" (.125").....	2	8.4	505	(.070").....	2/3	4.6	93
Medium (.095").....	2	6.7	405	Quaker Floor Covering			
Standard (.075").....	2	5.8	348	(.070").....	2*	3.8	3/16 228
Jaspé				(.070").....	3	4.3	384
3/16" (.187").....	2	12.3	739	(.070").....	3 3/4	4.2	477
1/8" (.125").....	2	8.1	487	Quaker Passage Covering			
Medium (.095").....	2	6.6	399	(.070").....	2/3	4.3	87
Cork Carpet				(.070").....	1*	3.8	114
1/4" (.250").....	2	8.7	525	Standard Floor Covering			
Marbelle				(.055").....	2*	3.1	186
Heavy (1/8") (.125")..	2	9.4	567	(.055").....	3	3.5	316
Medium (.095").....	2	7.3	436	(.055").....	3 3/4	3.5	395
Standard (.075").....	2	6.2	370	Rug Border			
Handmade Marble Inlaid				(.053").....	2 3/4*	2.7	108††
Heavy (1/8") (.125")..	2	9.8	591	(.053").....	1*	2.7	162††
Parquetry Inlaid				(.053").....	2*	2.7	162
Heavy (1/8") (.125")..	2	9.8	591	Lining Felt			
Embossed Inlaid				Unsaturated (1 lb. per sq. yd.) (.050")..	1*	1.1	53†††
Heavy (1/8") (.125")..	2	8.2	491	Unsaturated (1 1/2 lbs. per sq. yd.) (.075")..	1*	1.6	78†††
Medium (.095").....	2	6.8	407	Unsaturated (1 1/2 lbs. per sq. yd.) (.075")..	1 1/4*	1.6	96†††
Standard (.075").....	2	5.7	342	Saturated (.040")....	1*	1.6	82†††
Straight Line Inlaid				*Wrapped in heavy paper for shipment, not crated.			
Heavy (1/8") (.125")..	2	9.6	579	††Weight on the basis of 60-lineal-yard roll.			
Medium (.095").....	2	7.8	466	†††Weight on the basis of 50-lineal-yard roll.			
Standard (.075").....	2	6.4	382				
Inlaid Linoleum							
(.079").....	2	5.7	342				
Printed Linoleum							
(.070").....	2	4.5	271				
(.070").....	4	4.6	552				

Shipping Weights of Armstrong's Linowall

Material	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Patterns 700 to 736 inclusive.....	1	4.5	135
Patterns 700 to 736 inclusive.....	2	4.4	263
Patterns 740 to 743 inclusive.....	2	4.6	275
Pattern 900.....	2	3.1	185

NOTE—Crated weights given are average only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to permissible variations in gauge, differences in yardage of rolls, and in weight of crating lumber.

Shipping Weights of Armstrong's Rugs

Packed in Cartons, Not Crated—Weight in Pounds

	Quaker Standard
18" x 36" (Carton of 12)	24
3' x 4½'	6
3' x 4½' (Package of 3)	20
3' x 6'	8
3' x 6' (Package of 3)	26
3' x 9' (Package of 3)	37
4½' x 4½'	9
4½' x 4½' (Package of 3)	29
4½' x 6'	15
6' x 6'	18

30

	Quaker Standard
6' x 9'	26
6' x 11¼'	31
7½' x 9'	32
9' x 9'	38
9' x 10½'	44
9' x 12'	50
9' x 15'	59
11¼' x 12'	61
11¼' x 15'	75
	61

Shipping Weights of Sundries

Weight per
package in lbs.

Armstrong's Floor Cleaner

Assorted carton (8 pints and 6 quarts)	27
1-pint cans (24 in a carton)	32
1-quart cans (12 in a carton)	32
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon pail	48
15-gallon drum	150
30-gallon drum	290
55-gallon drum	515

Armstrong's Lining Felt (Saturated)

50-lin.-yard roll (36" wide)	82
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Armstrong's Lining Felt (Unsaturated)

50-lin.-yard roll (1½ lbs. per sq. yd.) 36" wide	78
50-lin.-yard roll (1½ lbs. per sq. yd.) 45" wide	96
50-lin.-yard roll (1 lb. per sq. yd.) 36" wide	53

Armstrong's Linogloss Wax

Assorted carton (8 pints and 6 quarts with 10—2-ounce samples)	30
1-pint cans (24 in a carton with 10—2-ounce samples)	36
1-quart cans (12 in a carton with 10—2-ounce samples)	36
½-gallon cans (6 in a carton)	31
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon pail	48
15-gallon drum	150
30-gallon drum	290
55-gallon drum	515

Armstrong's Linoleum Lacquer (For brush application)

1-pint cans (12 in a carton)	16
1-quart cans (12 in a carton)	30
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	37

Armstrong's Linoleum Paste

1-quart cans (24 in a box)	96
½-gallon cans (6 in a carton)	45
1-gallon can (1 in a carton)	14
1-gallon cans (4 in a carton)	56
2-gallon pail	28
3-gallon pail	42
5-gallon pail	70
30-gallon drum	406

Weight per
package in lbs.

Armstrong's Linoleum Underlay

9 pieces, 4' x 4', (144 sq. ft.) in paper wrapped, metal-banded unit.	110
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Armstrong's Linowall Paste

1-gallon can (1 in a carton)	14
1-gallon cans (4 in a carton)	55
5-gallon pail	69

Armstrong's Linowall Sundries

Plain enameled wood cap molding (2—9' lengths in a tube)	7.80
Scored enameled wood cap molding (2—9' lengths in a tube)	5
Linotile cap molding, 1¼" wide (6—3' lengths in a tube)	4.2
4½" Metal back cove and base, complete with cap strip (4—6' lengths in a box)	28.25
6" Metal back cove and base, complete with cap strip (4—6' lengths in a box)	36.60
Metal cap strip (4—6' lengths in a tube)	4
4½" Metal inside corners (concave), each	.2
6" Metal inside corners (concave), each	.26
4½" Metal outside corners (convex), each	.26
6" Metal outside corners (convex), each	.32
Linowall Paste Roller	1
Linowall Seam Roller	.44
Linowall Fillet Strip (50 lineal feet in a carton)	3
Tool for applying Linowall Fillet Strip	1

Armstrong's Topping Cement

1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon pail	47
30-gallon drum	270

Armstrong's Waterproof Cement

1-quart can (1 in a carton)	4
1-quart cans (24 in a box)	80
1-gallon can (1 in a carton)	13
1-gallon cans (4 in a carton)	52
5-gallon pail	60

Miscellaneous

75-pound linoleum roller	80
150-pound linoleum roller	150
Straightedge (1 in a carton)	10
Linogloss applicators (12 in a carton—6")	70
Linogloss applicators (12 in a carton—8")	18

WHOLESALE AND WAREHOUSING POINTS

Alabama

BIRMINGHAM
Armstrong Cork Products Company
Floor Division
c/o Harris Transfer & Whse. Co.
BIRMINGHAM... Goodall-Brown Dry Goods Co.

Arizona

BISBEE..... William Volker & Co.
(Home Office, Los Angeles, Cal.)
PHOENIX..... William Volker & Co.
(Home Office, Los Angeles, Cal.)

California

LOS ANGELES..... William Volker & Co.
SAN FRANCISCO
Walton N. Moore Dry Goods Co.
SAN FRANCISCO..... William Volker & Co.

Colorado

DENVER..... William Volker & Co.
GRAND JUNCTION..... William Volker & Co.
(Home Office, Denver, Colo.)
PUEBLO..... William Volker & Co.
(Home Office, Denver, Colo.)

Connecticut

HARTFORD..... Empire Carpet Corporation

Florida

JACKSONVILLE..... Cain Radio Co., Inc.

Georgia

ATLANTA
Armstrong Cork Products Company
Floor Division

Idaho

BOISE..... William Volker & Co.
(Home Office, Salt Lake City, Utah)
POCATELLO..... William Volker & Co.
(Home Office, Salt Lake City, Utah)

Illinois

CHICAGO.. Armstrong Cork Products Company
Floor Division
1003 Lytton Bldg.
14 E. Jackson Blvd.
CHICAGO..... Carson Pirie Scott & Co.
CHICAGO..... Glabman Brothers, Inc.
PEORIA.... Isaac Walker Hardware Company

Indiana

EVANSVILLE..... Kreyling & Company
INDIANAPOLIS..... Carson Pirie Scott & Co.
LOGANSPOET..... Joseph Taylor & Sons
RICHMOND..... Adam H. Bartel Company
VINCENNES..... The Saiter-Morgan Co.

Iowa

CEDAR RAPIDS..... Welch-Cook-Beals Co.
DES MOINES..... Luthe Hardware Co.
SIOUX CITY..... Hansen Glass & Paint Co.

Kansas

WICHITA..... William Volker & Co.

Kentucky

LEXINGTON... Ades-Lexington Dry Goods Co.
LOUISVILLE... The Otis Hidden Co., Inc.

Louisiana

NEW ORLEANS
Armstrong Cork Products Company
Floor Division
SHREVEPORT..... William Volker & Co.
(Home Office, Houston, Texas)

Maine

HOULTON..... Almon H. Fogg Company

Maryland

BALTIMORE..... Empire Carpet Corporation
BALTIMORE..... J. J. Haines & Co.
BALTIMORE..... Daniel Miller Company
CUMBERLAND..... Geare-Roby, Inc.

Massachusetts

BOSTON..... Empire Carpet Corporation
BOSTON..... E. L. Ham Company
BOSTON..... Joseph M. O'Callaghan Co.

Michigan

DETROIT.. Armstrong Cork Products Company
Floor Division
DETROIT..... Burnham, Stoepel & Co.
GRAND RAPIDS..... Yeakey-Scripps, Inc.
PETOSKEY..... Bremmeyr-Bain Co.

Minnesota

DULUTH..... DeWitt-Seitz Company
MINNEAPOLIS
Armstrong Cork Products Company
Floor Division
MINNEAPOLIS.. Lasher Carpet & Linoleum Co.

Missouri

KANSAS CITY..... William Volker & Co.
ST. LOUIS.. Armstrong Cork Products Company
Floor Division
1231 Washington Ave.
ST. LOUIS..... Ely & Walker Dry Goods Co.

Montana

BILLINGS..... Billings Hardware Company
BUTTE..... Shiner Furniture Co.
BUTTE..... William Volker & Co.
(Home Office, Salt Lake City, Utah)
GREAT FALLS..... The John Leslie Paper Co.
MISSOULA..... Missoula Mercantile Company

Nebraska

LINCOLN..... William Volker & Co.
(Home Office, Omaha, Neb.)
OMAHA..... William Volker & Co.

New Jersey

PASSAIC..... Jersey Carpet Corporation

New Mexico

ALBUQUERQUE..... William Volker & Co.
(Home Office, Kansas City, Mo.)

New York

ALBANY.... Albany Oil Cloth Company, Inc.
BRONX..... Crockett and Buss, Inc.
(Home Office, New York City)
BROOKLYN..... Empire Carpet Corporation
(Home Office, New York City)

WHOLESALE AND WAREHOUSING POINTS (Continued)

New York (Continued)

BUFFALO.....	H. D. Taylor Co.
NEW YORK CITY.....	Crockett and Buss, Inc.
NEW YORK CITY.....	Empire Carpet Corporation
NEW YORK CITY.....	The Wornock Mills, Inc.
ONEONTA.....	Lauren & Rowe
ROCHESTER.....	Lineolam Distributors, Inc.
SYRACUSE.....	Columbia Distributors, Inc.
UTICA.....	Albany Oil Cloth Company, Inc.
	(Home Office, Albany, N. Y.)
UTICA.....	Columbia Distributors, Inc.
	(Home Office, Syracuse, N. Y.)

North Carolina

LEXINGTON.....Peerless Mattress Co.

North Dakota

FARGO.....Fargo Paper Co.

Ohio

CANTON.....	The Edward R. Hart Co.
CINCINNATI.....	Carson Pirie Scott & Co.
CLEVELAND.....	The Godin Carpet Company
CLEVELAND.....	The Sterling & Welch Co.
COLUMBUS.....	Carson Pirie Scott & Co.
MANSFIELD.....	The Hartman-Spreng Company
TOLEDO.....	Ohio Plate Glass Co.
YOUNGSTOWN.....	Arbuthnot-Stephenson Co. (Home Office, Pittsburgh, Pa.)

Oklahoma

OKLAHOMA CITY..... William Volker & Co.
TULSA..... William Volker & Co.
(Home Office, Kansas City, Mo.)

Oregon

PORTLAND..... William Volker & Co.

Pennsylvania

ALLENTOWN.....	Royal Wholesale Company
ALTOONA.....	Anderson Paper & Twine Co.
ALTOONA.....	The H. C. Prutzman Co., Inc.
HUNTINGDON.....	C. H. Miller Hardware Co.
JOHNSTOWN.....	Swank Hardware Company
LANCASTER.....	Herr & Company
LANCASTER.....	Reilly Bros. & Raub
LANCASTER.....	Steinman Hardware Company
LEWISBURG.....	C. Dreisbach's Sons, Inc.
PHILADELPHIA.....	C. D. Artman, Inc.
PHILADELPHIA.....	Empire Carpet Corporation
PHILADELPHIA.....	Glanz, Behm & Herring
PHILADELPHIA.....	Samuel Kramer & Co.
PHILADELPHIA.....	Landis & Co., Inc.
PITTSBURGH.....	Arbuthnot-Stephenson Co.
PITTSBURGH.....	Felix Half & Brother, Inc.
READING.....	Bright & Company
SCRANTON.....	Columbia Jobbing Company
SHAMOKIN.....	W. C. Hack & Sons
SHAMOKIN.....	Jones Hardware Co.
WILKES-BARRE.....	Columbia Jobbing Company (Home Office, Scranton, Pa.)
YORK.....	Gehly's Carpet House, Inc.

Rhode Island

PROVIDENCE... Ballou, Johnson & Nichols Co.

South Carolina

CHARLESTON....The Cameron & Barkley Co.
COLUMBIA.....The Cameron & Barkley Co.
(Home Office, Charleston, S. C.)

South Dakota

ABERDEEN.....Dakota Paper Company
SIOUX FALLS...Sioux Falls Paint & Glass Co.

Tennessee

KNOXVILLE
Armstrong Cork Products Company
Floor Division
c/o Fireproof Storage & Van, Inc.
MEMPHIS.....Wm. R. Moore Dry Goods Co.
NASHVILLE.....J. L. Perry Company

Texas

AMARILLO..... William Volker & Co.
(Home Office, Dallas, Texas)
DALLAS..... William Volker & Co.
EL PASO..... William Volker & Co.
(Home Office, Kansas City, Mo.)
HOUSTON..... William Volker & Co.
SAN ANTONIO..... William Volker & Co.
(Home Office, Houston, Texas)
WICHITA FALLS..... William Volker & Co.
(Home Office, Dallas, Texas)

Utah

SALT LAKE CITY..... William Volker & Co.

Virginia

NORFOLK..... W. H. Bosserman & Son
c/o Southgate Storage Co.
RICHMOND.... Richmond Dry Goods Co., Inc.
ROANOKE..... J. J. Haines & Co.
(Home Office, Baltimore, Md.)
WINCHESTER.... W. H. Bosserman & Son

Washington

SEATTLE..... William Volker & Co.
SPOKANE..... William Volker & Co.
(Home Office, Seattle, Wash.)

West Virginia

BLUEFIELD.....	Bluefield Supply Co.
CHARLESTON....	Guthrie-Morris-Campbell Co.
CHARLESTON.....	Thomas, Field & Co.
CLARKSBURG.....	The Koblegard Co.
HUNTINGTON.....	Watts, Ritter & Company
PARKERSBURG....	Guthrie-Morris-Campbell Co. (Home Office, Charleston, W. Va.)
WHEELING.....	Watts, Ritter & Company

Wisconsin

MILWAUKEE.....Carson Pirie Scott & Co.
MILWAUKEE.....John Pritzlaff Hdwe. Co.

Wyoming

CASPER..... William Volker & Co.
(Home Office, Denver, Colo.)

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THE ARMSTRONG LINE

IN addition to floor materials the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the company:

FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Inlaid, Embossed, and Printed
Inlaid Linoflor
Cork Carpet
Quaker Rugs and Floor Covering
Standard Rugs and Floor Covering
Lining Felt, Linoleum Paste, and Waterproof Cement
Linogloss Wax and Linoleum Lacquer
Floor Cleaner
Linoleum Tools and Equipment

BUILDING MATERIALS DIVISION PRODUCTS

Armstrong's Linotile, Cork Tile, Accotile, and Rubber Tile
Cove and Base—Metal Back, Flash Type
Linoleum, Cork Tile, and Rubber Tile
Corkoustic
Linowall—Wall Covering
Linowall Paste
Linowall Tools and Equipment
Temlok Insulating Board
Temlok Insulating Lath
Acoustical Temlok
Temlok Insulating Panels
Temlok Insulating Tiles
Temlok Beaded Planks
Temlok Battens, Border Strips, and Moldings
Temlok Roof Insulation
Temlok Refrigerator and Equipment Insulation
Temboard, Temboard De Luxe, Temwood, Tempered Temwood, Temwood Tile
Standard Corkboard
LK Corkboard
Super-Servic Corkboard
Mastic Finish Corkboard
Cork Covering and Fitting Covers
Vibrocork
Cork Brick
Granulated and Regranulated Cork
Waterproof Cements, Paints, Asphalt Emulsion Finishes, etc.
Armstrong's, Nonpareil, and EF Insulating Brick

CORKWOOD DIVISION PRODUCTS

Corkwood
Grinding Cork

TEXTILE DIVISION PRODUCTS

Armstrong's Seamless Cork Cots
Helically Wrapped Cork Cots
Worsted Roll Covers
Throwster Roll Covers
Loom Accessories—Take-up Roll Covering, Brake Band Strips and Friction Let-offs, Clutch Plates, Cork Inserts, and Temple Rolls
Roll Covering and Buffing Machinery
Roll Covering Cement
Miscellaneous Mill Supplies

CLOSURE DIVISION PRODUCTS

Armstrong's Corks, all kinds
Crowns: Plain and Decorated
Artmold Caps and Jar Covers
Metal Caps and Jar Covers
Embossed-Top Corks
Metal-Top Corks
Vacu-Vent Caps
Cel-O-Seal Caps and Bands
Shoe Daubers
Rubber Stoppers
Cork Discs and Liners
Ribbon Cork
Bungs

SHOE PRODUCTS DIVISION PRODUCTS

Armstrong's Cork Box Toes
Thermabox Tocs
Cork Bottom Filler
Cork Counters
Cork Lifts, Korzole, and Linosole
Metatarsal Pads
Heel Pads
Insoles
Sheet Cork
Sundry Shoe Findings
Bottom Filler Heaters
Box Toe Heaters

INDUSTRIAL DIVISION PRODUCTS

Armstrong's Natural and Composition Cork
Sheets, Strips, Balls and Blocks
Cork Bulletin Board
Cork Floats
Oil Retainers
Rings and Washers
Friction Blocks
Polishing Wheels
Split Cork
Ribbon Cork
Penholder Tips
Accopac
Corkolin
Corkfabric
Corklastic
Fibrelastic
Cork Gaskets
Cork Gasket Sheets
Cork Paper for Cigarette Tips
Auto Mat
Felt Flooring and Roofing
Industrial Felt
Cork Ring Buoys
Cork Life Preservers
Seine, Mullet, and Gill Corks
Cork Fenders
Carboy Blocks
Asphalt Emulsions
Typewriter Roll Covering
Linoleum and Other Floor Products for desk, counter, and table tops and various manufacturing uses other than flooring.
Miscellaneous: Cork, Rubber, and Felt Products for mechanical and industrial applications.



